



In Partnership with

BILL & MELINDA
GATES *foundation*

The Cannes Chimera Initiative has world changing briefs we need the creative community to answer.

Cannes Lions and the Bill & Melinda Gates Foundation teamed to create the Cannes Chimera Initiative.

This initiative brings together the world's brightest creative minds and the commitment of the foundation, tackling some of the world's most complicated and challenging issues – showcasing the altruistic power of great creative thinking.

“The world is our client”

Nick Law, Global Chief Creative Officer, RGA

The Brief:

Create a master identity for “The Chimera Creative Brief” to be used annually by the Cannes Chimera Initiative within the Cannes creative community.

Establish a persona for the brief that resonates with the creative community.

Key Message:

Through a single execution, engage and inspire the world’s brightest creative thinkers to answer the Chimera Creative brief and change the world.

Target Audience:

The Cannes creative audience of 75,000+ worldwide and 10,000+ delegates each year onsite.

Deliverables:

1. Logo/Brand Identity
2. Two 150 word descriptions
3. Real world applications

Requirements:

- A logo for The Chimera Creative Brief
- The logo should work in full color, but also in 1 color only (black).
- The typography & logo Icon should be easily adapted to into 3D for marketing and merchandising support(e.g. Mobile app, notebook, iPad cover, Mug, t-shirt)
- The logo must have universal appeal internationally
- The logo should be: Distinctive, ownable and relevant

Possible usage:

Briefing docs

Installation on site

High traffic areas at festival

In Palais de Festivals seminars

On Cannes Festival home page

iPhone app

Description:

150 word description of how the designed mark answers the brief

150 word description of how this identity could evolve

Deliverables:

Visuals of how the mark can be used in the real world

Three visuals of how the Chimera Creative Brief will look in the real world.

The Bill & Melinda Gates foundation

Guided by the belief that every life has equal value, the Bill & Melinda Gates Foundation works to help all people lead healthy, productive lives. In developing countries, it focuses on improving people's health and giving them the chance to lift themselves out of hunger and extreme poverty. In the United States, it seeks to ensure that all people receive an education that prepares them to be productive members of society. The foundation is committed to its work in developing countries where it can achieve the greatest impact on the most challenging and life threatening issues and inequities within our lifetimes.

The foundation believes that vaccines are one of the most cost-effective investments we can make in global health. The impact is so incredible, they work to save and improve lives, and help to build self-sustaining communities and nations. We are working to get other donors to put more resources into vaccines and health systems because we still have big challenges to develop what we need and deliver what we have. The foundation's goal is to reach ALL children with the vaccines they need, as evidenced by the fact vaccines are the foundation's biggest area of investment.

Based in Seattle, Washington, USA the foundation is led by CEO Jeff Raikes and Co-chair William H. Gates Sr., under the direction of Bill and Melinda Gates and Warren Buffett.