



**FUTURE  
FRIENDS**  
2017

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Everything you need to know about  
our Future Friends Internship Programme.

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## Creative challenge to apply for a 'Future Friends' Internship with Mr B & Friends

<b>Job name</b> Future Friends Internship	<b>Briefed</b> 21-04-17	<b>Contact</b> Sheena Mistry, Design Director sheena@mrbandfriends.co.uk
<b>Client</b> Building Society	<b>Deadline</b> 12-05-17	

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### Background to your brief

Your client is a regional Building Society originally based in the South-West and looking to expand country wide and become a market leader in modern day banking. Imagine you have been appointed to carry out a re-brand of this company, which includes coming up with a new name, logo and visual identity system which will be used across all their branches and marketing. This brand is focussed on creating a personal in branch customer experience, encouraging engagement with its customers from all touch points both face to face and online.

What is a Building Society? Building Society's are financial institutions owned by its members - the people that use their services. This means the people who use their services (members) can vote on decisions to affect their society. On the other hand, banks are big corporate giants usually listed on the stock market and hence owned by and run to benefit its shareholders.

### Objectives & requirements

You are required to:

1. Create a name for the Building Society brand.
2. Design a brand identity: consider the logo, colour palette, typography and imagery style for the brand.
3. Select no more than two of the following to show your brand in action:
  - Environmental graphics and exterior signage branch signage
  - Website or App
  - Savings campaign to attract new savers
  - Promotional launch material (in any format, digital or print) to celebrate the grand opening and advertising the benefits of saving with this brand.

### Think about your target audiences

**Primary audience: Green shoots**

Typically aged 25 – 35, your brand should appeal to a new breed of savers looking to save for all life events from buying a first house to saving for a new car, holiday or wedding. Your brand needs to find a balance for these different needs. These people are tech savvy, typically bank online and are used to impersonal banking. We want to encourage this audience into the branch.

**Secondary audience: True blue**

Typically 35+, these are people saving for future family plans such the perfect family home, holidays or their children's future. They already own their own home and typically have two or more cars. Your brand therefore needs to appear credible and trustworthy to reassure them.

**Tertiary audience: Silver foxes**

Typically 55+ and the majority are retired looking to spend money on their lifestyle, holidays or on their family members. Your brand needs to appeal to all these audiences.

**Tone of the brand**

Imagine a new breed of Building Society - here to offer advice, support and a sense of community (which is what all Building Society's do right?). Your new brand aims to be the best place on the high street for banking. Think about the experience; super efficient, modern, friendly personal customer service, technology savvy and a place to feel welcome. Whilst most banks are closing down their high street branches we are here to stay and lead the way.

**Mandatory inclusions & limitations**

- Please submit your entry on no more than **four A3** boards/sheets
- Clearly label the boards using the labels attached
- Include a short creative rationale (max 200 words) to help sell your concept
- Entries must be submitted by **Friday 12th May** to Sheena Mistry, Design Director, **Mr B & Friends, 5 Palace Yard Mews, Bath BA1 2NH** or by email [sheena@mrbandfriends.co.uk](mailto:sheena@mrbandfriends.co.uk)
- Judging will take place week commencing 15th May. Judging panel will include Steve Richardson (Executive Creative Director), Kate Gorringe (Creative Director), Sheena Mistry (Design Director) and the creative team. Successful candidates will be invited for an interview in May. We will initially select one winner for a 6 month paid summer placement.

**FAQs****Can I submit my entry over email?**

Email entries will not be discounted although we prefer postal entries as this makes judging easier.

**Will I be notified once you receive my entry?**

Yes, we will drop you a quick email to confirm receipt of your entry.

**Is the internship start date flexible?**

Yes, we can work around dates to suit you.

**If successful, will I be paid?**

Yes, all our internships are paid (£14k per annum pro rata). This includes paid holidays and full access to Mr B benefits including Friday beers, monthly socials, Get Fit at Work to name a few.

**How much holiday will I get**

Alongside normal Bank Holidays, you are entitled to 12 days paid holiday.

**Any other questions?**

Fire a quick email to [sheena@mrbandfriends.co.uk](mailto:sheena@mrbandfriends.co.uk)

**Good luck!**

# ENTRY LABELS

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