

# AD

## ADVERTISING DESIGN

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SKILLSUSA CHAMPIONSHIPS  
JUNE 17, 2021

# CREATIVE SKILLS

**Competition Area:** Creative Skills

**Time:** 4 hours

**Client:** Greenie Feelys

**Subject:** Logo Design, Instagram Ads, Sticker, Tote Bag

**Target Market** 18-34 year olds, which make up 23.1% of the U.S. population (76.1 million people)

**Possible Points** 600 (see attached judging sheet for point breakdown)

**Background:** You are an advertising designer and your client is Greenie Feelys. You will be designing various items for this organization, as they launch their new initiative. What is their initiative? What is their purpose? Greenie Feelys exists to help address the issues related to the dangers of climate change and environmental damage in the post-COVID 19 world.

As commercial travel and traffic slowed to a crawl around the world during the pandemic, in many ways, the natural world benefited from this change. When people were working from home, and students attended class virtually, there were fewer cars on the roads and this, in turn, meant less oil consumption and pollution. Another example of this are the canals of Venice, Italy, which are a famous global tourist destination. Normally the canals are very polluted, however, with the pandemic slowdown, the canals were able to clear and began teeming with marine wildlife again. We have provided you with information sheets. Please read them, and familiarize yourself with this subject.

Greenie Feelys wants to make sure that, as the world returns to “normal” after the global pandemic, people do not forget about the environment, and the impact that humans can make on it.

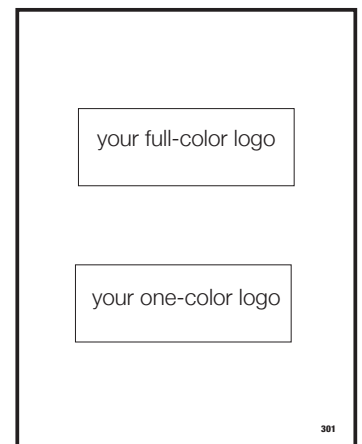
Another MAJOR issue that is impacting the environment, and that is motivating Greenie Feelys is “eco-fatigue.” This means that with all of the other problems we are facing, people have grown tired of hearing about environmental concerns. Many people just don’t have time to care about, or have interest in, preserving or saving the environment. Your job is to make them care. Make the environment relevant to them. Make it seem “cool” to care about the environment. Make it trendy. Make the environment the “next big thing.”

**Assignment:** **FIRST:** Your job will be as follows: conceive, design, and execute a logo for Greenie Feelys. The required text for the logo is “**Greenie Feelys**” with a tagline of “**Love the Earth**”

The logo will be designed, and supplied **BY YOU** in the following formats: **full-color**, and **one-color**. The logo **must not** be a strictly typographic solution (it must incorporate some form of a graphic or illustration). Your logo design for this part can be any shape or size, but for the purposes of this competition, your thumbnails should fit in at least a 3" square. Your logo thumbnails should be **NO LARGER** than 4". Please remember, this **DOES NOT** mean that your logo should be square. If you choose to do a rectangular or oval-shaped logo, you should adjust the size of your logo thumbnails accordingly. **Above all, PACE YOURSELF.** Do not spend too much time on your thumbnails. It should also communicate the organization’s spirit in a professional, interesting and energetic way. We are asking you to be as creative as possible in the time allotted. This is the creative portion of the competition. **BE CREATIVE.** Show us your absolute best ideas.

**Procedure:**

1. **Read directions**, look over all materials & evaluation sheet.
2. Create **10 thumbnails** for the logo.
3. Save your thumbnails as a PDF to be turned in with your competition materials with your contestant number with the following naming convention: **(your contestant number)-logo-thumbnails.pdf** For example: **301-logo-thumbnails.pdf**
4. THEN develop your designs from your thumbnails on the computer.
5. Place the TWO versions of your logo, (full-color, etc.), onto ONE 8.5" x 11" page with a margin of at least .25". They should be centered horizontally on the page, (see example to the right). DO NOT place a ruled box around your logos as shown in the example. Typeset your contestant number in 10 pt. Helvetica Bold, or equivalent in the lower right hand corner of the page WITHIN the margin. Save as a Photoshop, flattened PDF, or an Illustrator PDF with the following naming convention: **(your contestant number)-logos.pdf** For example: **301-logos.pdf**



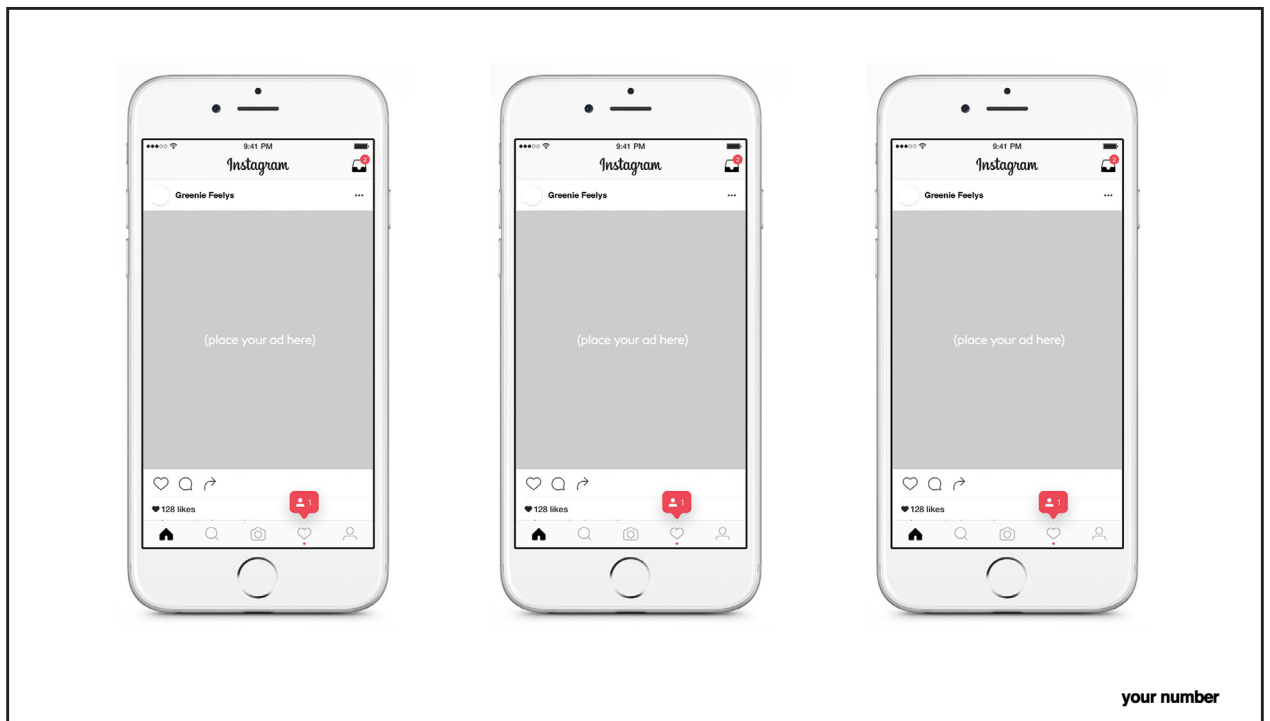
**PLEASE NOTE:** Since you might be using fonts that we don’t have, you should convert all of your text to outlines WHEN YOU ARE CREATING YOUR FINAL FILE TO BE JUDGED, not before. Of course, a properly created PDF wouldn’t have font-substitution issues, but in a situation like this, it is better to be safe than sorry.

**SECOND:** Using the template provided, you will create 3 ads that will be placed on Instagram. We have provided you with a few samples that give you a general idea of the type of ad that we are requesting. These WILL NOT be just a picture. There must be some kind of text...a call to action. The challenge here, is that you are creating THREE ads. So they should work together as a campaign. They should appear thematically similar...they should relate to each other. Color, fonts, style, etc. They should have their own distinct message, but still work together as a campaign. Again, you will create the copy, which will highlight different aspects of the Greenie Feelys program. You should integrate their website URL: GreenieFeelys.com somewhere into your design.

Place your ads into the provided template and save as one image. DO NOT adjust the size, or resolution of the template.

**Size:** You'll see the size of the space in the template file.

- Procedure:**
1. **Read directions**, look over all materials & evaluation sheet.
  2. Create at **9 thumbnails** for the square ads, 3 for each one.
  3. Save your thumbnails as a PDF to be turned in with your competition materials with your contestant number with this naming convention: **(your contestant number)-insta-thumbnails.pdf** For example: **301-insta-thumbnails.pdf**
  4. **THEN** develop your designs from your thumbnails on the computer.
  5. Place your designs into the template document, flatten it and save as a PDF. Typeset your contestant number in 10 pt. Helvetica Bold, or equivalent in the lower right hand corner of the template. Save as a Photoshop, flattened PDF with the following naming convention: **(your contestant number)-insta.pdf** For example: **301-insta.pdf**



**THIRD:** You will create a 2-color sticker. Your sticker must have an irregular shape. In other words, it must not be a plain square, circle, rectangle, triangle, etc. It has to have a custom die-cut.

Your die-line should be .0625 from your design.

Create a custom color that is made up of 100% cyan and 100% magenta and name it die-line. Use this color for your die-line.

Die-line size should be .5 point in weight.

If your sticker has a bleed, it should extend .125" past the die-line. See diagram below.

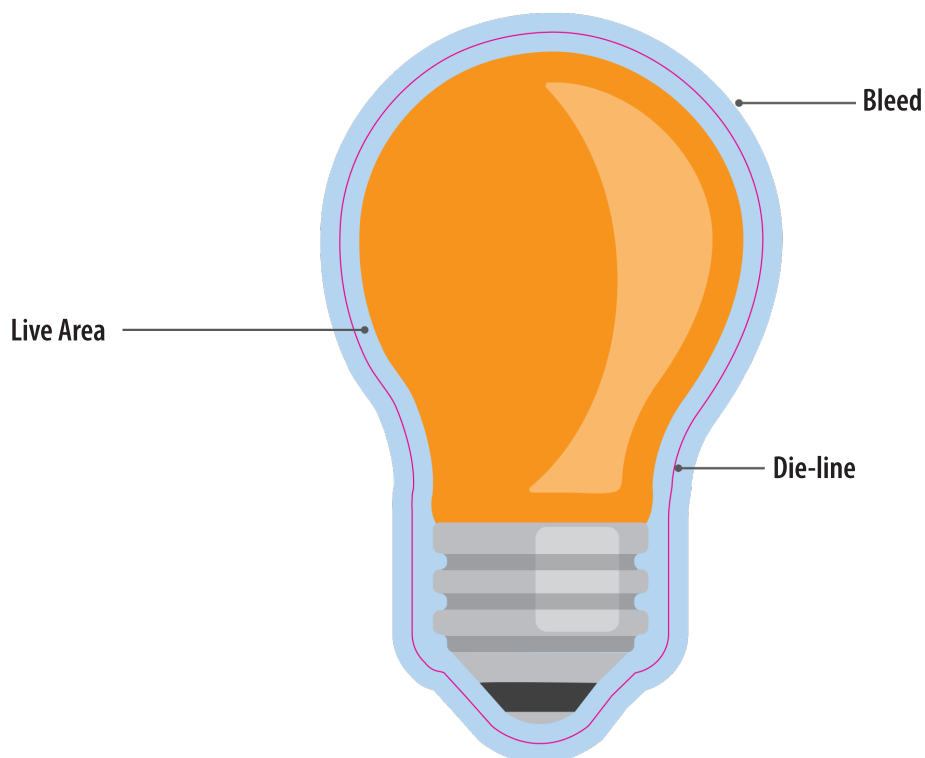
The sticker should feature the name "Greenie Feelys" and some type of illustration or artwork. It must only be in 2 PMS colors. Screening the colors to a value of less than 100% is permitted. White does not count as a color, as it is the color of the sticker paper, or substrate.

Make it fun, cool and exciting!

**Size:** No larger than 5" x 5"

**Procedure:**

1. **Read directions**, look over all materials & evaluation sheet.
2. Create at **5 thumbnails** for the sticker.
3. Save your thumbnails as a PDF to be turned in with your competition materials with your contestant number with this naming convention: **(your contestant number)-sticker-thumbnails.pdf** For example: **301-sticker-thumbnails.pdf**
4. **THEN** develop your designs from your thumbnails on the computer.
5. Place your designs into the template document, flatten it and save as a PDF. Typeset your contestant number in 10 pt. Helvetica Bold, or equivalent in the lower right hand corner of the template. Save as a Photoshop, flattened PDF with the following naming convention: **(your contestant number)-sticker.pdf** For example: **301-sticker.pdf**



**FOURTH:** You will create a 1-color graphic to be placed onto a reusable canvas tote bag. The challenge here, is for you to create a vector graphic which can easily be silk-screened onto the bag.

It should NOT be a photorealistic image, but rather, a line art type of illustration. Also, it should not be just the logo. You may have the phrase "Love the Earth" or other words you think would be appropriate. It must only be in one PMS color. Screening the colors to a value of less than 100% is permitted. Off-white does not count as a color, as it is the color of the canvas bag.

Place your design into the provided canvas bag template and save as one image. DO NOT adjust the size, or resolution of the template.

**Size:** Your design should fit within a 5.5" square. You'll see the size of the space in the template file.

**Procedure:**

1. **Read directions**, look over all materials & evaluation sheet.
2. Create at least **5 thumbnails** for the design.
3. Save your thumbnails as a PDF to be turned in with your competition materials with your contestant number with this naming convention: **(your contestant number)-tote-thumbnails.pdf** For example: **301-tote-thumbnails.pdf**
4. THEN develop your design from your thumbnails on the computer.
5. Place your design into the template document, flatten it and save as a PDF. Typeset your contestant number in 10 pt. Helvetica Bold, or equivalent in the lower right hand corner of the template. Save as a Photoshop, flattened PDF with the following naming convention: **(your contestant number)-tote.pdf** For example: **301-tote.pdf**



# Fading attention to environmental issues may have a lasting impact

On Sept. 23, 2019, then-16-year-old climate activist Greta Thunberg stood before a sea of news cameras at the United Nations Climate Action Summit in New York City and told world leaders: “People are suffering. People are dying. Entire ecosystems are collapsing...How dare you continue to look away.”

Within days, web searches for ‘climate change’ soared to levels not seen in years, and environmentalists cheered a new surge of activism. Fast forward to summer 2020: With a global pandemic monopolizing news coverage, searches around environmental issues have plummeted to new lows, according to Google analytics data.

This trend could mean serious trouble for the planet, suggests a new CU Boulder study published in the *Journal of Experimental Psychology: General*.

Previous research has shown that humans have a finite capacity for attention to risk, inherently programmed to prioritize one threat at a time. Rather than thoughtfully calculating how risky something truly is, humans tend toward “intuitive risk perception,” or how something feels in the moment, Van Boven said.

“If a threat seems physically distant, far in the future, too abstract or if we are just too distracted to notice it, our perception of risk declines. Climate change is the prototypical example.”

With that in mind, Van Boven and coauthors Jennifer Cole, a doctoral student in the Department of Psychology, and Kellen Mrkva, now a postdoctoral researcher at the Columbia School of Business, set out to learn whether subtly directing someone’s attention to environmental threats, even briefly and involuntarily, boosts their emotional response and willingness to take action.

Across experiments and groups, study participants prioritized subjects they had been subtly directed to pay attention to and were less interested in, or willing to take action on, issues their attention had been drawn away from.

“What was surprising was how little attention they had to direct toward something for it to begin to seem more severe to them,” said Mrkva, who began the research while a doctoral student at CU.

“Just a few times for a few seconds was enough to have a significant effect on how big of a threat they perceived it to be. In a recent analysis of Google search trends, Mrkva looked to see how often people searched for information about the same 12 issues.”

“Not surprisingly, as media coverage of coronavirus has gone up, interest in those issues has plummeted.” The consequences of this reduced attention could be severe,” said Mrkva.

He points to a recent Gallup Poll showing that concern about climate change is already slipping, with only 2% of Americans identifying it as the most important problem facing the country today, versus 5% in December.

Those wanting to raise the profile of environmental hazards in the media face an uphill battle, notes Van Boven. “It’s all COVID all the time right now,” he said.

After Greta Thunberg’s speech in New York, searches for ‘climate change’ soared. Amid coronavirus, they’ve plummeted.

The good news is this: Even the subtlest shift in attention - a single news story or reminder from a friend - may be enough to reorient people.

“You don’t need to be loud or overwhelming, you just have to be persistent,” Van Boven said.

He also advises people to be cognizant of how their own attention is shaped, deflected or even manipulated.

“Are we wrong to be worried about COVID? Absolutely not. But we should not forget about these other threats, and we should be careful not to let our environmental laws be jeopardized while we’re not paying attention.”

# Eco-fatigue? Green No Longer Red Hot Says One Media Study?

Green marketing, a movement so hot that not even a deep recession could kill it, is starting to show signs of consumer revolt. At the very least, it's a signal that green alone isn't enough of a marketing proposition; at most, it could signal consumers simply aren't buying the benefits of environmentally positioned products and brands. In recent months, sales have begun to slow in categories such as green cleaners and grow in not-so-sustainable

ones like bottled water as shoppers decide they may not be worth the tradeoff. And a September study showed big swings in the number of consumers who believe environmentally friendly alternatives are too expensive, don't work as well as other products and aren't actually better for the environment — all of which seem to add up to what Timothy Kenyon, director of the GfK Roper Green Gauge study calls “green fatigue.”

## Eco-fatigue and its potential impact on sustainable tourist experiences

Sustainability leaders in tourism have begun to focus attention on building sustainability into their guest experience and using these experiences to encourage sustainability action beyond both their individual businesses and the tourists' own travels. This argument that tourism needs to contribute to sustainability beyond the tourist experience has been made by several authors and is usually linked to either the idea of including sustainability education/information in the tourist experience (Moscardo & Hughes, 2018; Weaver, 2014) or to claims that there is increasing consumer demand for sustainability in tourist experiences (Buffa, 2015; Lopez-Sanchez & Pulido-Fernandez, 2016). The label of eco-fatigue has been used to describe the idea that people

have become weary of discussions about sustainability, pessimistic about the future of sustainability, and distrustful of business claims about sustainability. This concept of eco-fatigue challenges both the claim that there is increasing demand for sustainable tourist experiences and the argument that sustainable tourism experiences should include and/or encourage sustainability learning and action beyond tourism. The concept of eco-fatigue has been given almost no attention in the academic tourism literature but is well-established in popular discussions of sustainability action (Turtle, 2008). The present paper reports on an exploratory study that examines both the nature of eco-fatigue and demand for sustainable tourist experiences.



# HOW TO AVOID ECO-FATIGUE

People are getting sick. A wave of green fatigue, eco-exhaustion and environmental anxiety is spreading among consumers. Overwhelmed by choices, disgusted by corporate hype and living with the fear their efforts will never be enough, people are tuning out, say the experts. One could argue the media industry is just getting sick of its own reporting and is looking for the next trend.

The Columbia Journalism Review in June reported that the press has moved from “environmental exigency to exhaustion.” From The New York Times to Wired magazine, reporters are talking up the weary consumer. It’s not all hype. Greenwashing is happening left and right. Over-the-top claims by companies jumping on the “eco” bandwagon are being met with suspicion and are eroding consumer trust. Then, sadly, when true progress is made by companies pushing the boundaries, such as Patagonia, little is mentioned in the mainstream press.

There also is growing uncertainty about the effectiveness of personal actions, despite the tritest of intentions. People are so bombarded by “helpful” advice that they’re becoming consumed with anxiety over making the right decision. Local or organic? Carpool or green tags? Bath or shower? The choices are endless. And just when you think you’re making the right one, such as using Nalgene as refillable water bottles, you find out that’s not right either. Now you’ve got another thing to worry about: BPA.

For the media industry, CJR is recommending that journalists “avoid the flimflammy of ‘green consumerism’ (itself, an oxymoron) unless there is a truly useful discovery or breakthrough to report. Perhaps that would assuage some of the eco-anxiety out there, and allow readers to think about more meaningful ways to help their planet.” Good advice. Are you listening? What is “breakthrough” is news. Everything else is just interesting. Or even expected of you. You can make the “greenest” product on the planet, but unless it solves a significant consumer problem, works or tastes better than anything in the market and offers a good value in ratio to price, consumers won’t buy it. Can coal really market the industry as being green and clean? What is Kermit the Frog doing with the Ford Escape? People

smell falsehoods, and you go from bad to worse.

A lot of truly “green” companies are afraid to speak up because it feels too self-righteous. Consumers actually appreciate your efforts, no matter the size, as long as they’re earnest and a step in the right direction. The amplification of your message can increase with your commitments. Green doesn’t have to be staid.

The average consumer doesn’t even know that the “hip” home cleaning products (is that an oxymoron?) made by Method are even green. And that’s entirely the point. This fast-growing brand wants consumers to love its product first -- because they’re well-designed, smell beautiful and work well. They’re also planet friendly. Method’s attitude is: Why wouldn’t they be?

When Kettle Foods wanted to add a cause element to its new Backyard Barbecue flavor, it immediately thought of wildlife habitat protection because it’s something it does in its own backyard. To inspire consumers to apply the same principles at home, Kettle partnered with a respected nonprofit, the National Wildlife Foundation. Then it encouraged people to get involved by creating their own backyard wildlife habitats. Who wouldn’t want a bag of free chips as thanks for attracting local birds?

A flushable diaper doesn’t sound like a product that would inspire a cult following, but gDiapers realized early on that its core consumers were a vocal bunch. So gDiaper empowered them. By creating gMums and gDads, the company arms independent, trusted “spokespeople” with free product and the tools they need to spread the word. Doesn’t get much better than that. Green is a fad. Sustainability is continual improvement. If you’re only looking at energy consumption, you’re just scratching the tip of the iceberg. Businesses that endorse a “triple-bottom-line” approach -- Organic Valley Farms, New Belgium and Clif Bar, to name a few -- also address their affect on society in their communities.

Environment is the third leg of the stool, but without the other two, you wouldn’t have a place to sit.



Contestant Number: \_\_\_\_\_

# CREATIVE SKILLS

## Judging Sheet

### JUDGING

	Max per Section	Points Earned
<b>Thumbnails:</b>	<b>20</b>	
<i>The following areas will be evaluated:</i> Correct Number of Thumbnails Strength and Variety of Ideas Use of Color and Indication of Typography Communicative Strength of Thumbnails		
<b>4 Final Pieces</b>	<b>60</b>	
<i>The following areas will be evaluated:</i> Designs Developed from Thumbnails Strength of Idea, Communicative Strength Strength of Color Model (Design and Type) Creative Use of Illustrations/Photos		
<b>Overall Creativity</b>	<b>20</b>	
<i>The following areas will be evaluated:</i> Design Solution Appropriate to Client Design Excellence		
<b>TOTAL</b>	<b>100</b>	

(x 6 for final score)

TOTAL
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