

The Brief

wear it pink is the dominant breast cancer charity event in the UK during October's Breast Cancer Awareness Month, raising £25 million to date to help fund lifesaving research.

This October wear it pink is encouraging organisations, schools and individuals to pick their hottest look from hundreds of fun and fashionable ways to wear it pink in the office, at home, or at play. They can look good by wearing the latest pink trends with their friends, family and colleagues. And they can do good by donating to Breast Cancer Campaign.

wear it pink is asking filmmakers to create engaging videos of either 25 seconds or 55 seconds in length that people want to watch and share, to one of the following themes:

- **"Look Good"**
- **"Do Good"** or
- **"Bored with Beige"**

You're encouraged to interpret any of these themes in unique and creative ways and your films should use pink creatively to tie them back to the wear it pink campaign and brand objectives.

Two selected videos will receive \$10,000 each, as well as two additional videos that will receive \$5,000 each.

Please note that no audio is being provided. Any music you use should be your own original music, or you must have the license to use the audio commercially (like public domain music, for example). creativecommons.org has some helpful information about commercial licensing music for video. You must include a link to the source of any licensed music when you upload your video. Music used in your films should be subtle but uplifting.

Deadline for submissions is September 16, 2014, 23:59 [GMT](#) time.

Creative Direction

Be creative in your interpretation of one of the three themes: 'Look Good', 'Do Good' or 'Bored with Beige'. We're looking for interesting and engaging films that will get shared around to help promote the wear it pink campaign.

There is more information on the 3 themes below and how they relate to the wear it pink 2014 campaign but you do not need to make literal films about the wear it pink's use of each of these themes. The client will also add 5 second end-frames to the selected films to cover things like

the key dates and ways to get involved and donate so the key is to create very high quality and shareable content for one of the themes.

Remember to also **use pink** in some way in your films to tie it back to the wear it pink campaign.

Brand style and positioning

wear it pink is seen as a fun, accessible and easy way to raise funds for breast cancer by our participants, we want to be seen as the biggest most stylish event in the UK. During October a high number of breast cancer charities take part in Breast Cancer Awareness Month, we want to stand out from the crowd by making the most noise about **wear it pink**.

The look and feel is fresh, stylish and contemporary, bringing wear it pink up to date and bang on trend. It is both accessible and aspirational: at a glance it says 'it's easy to do this' and 'it's cool, too.'

Look good.

The 'look good' message introduces friendly advice about how to wear it pink in a fashionable, stylish, fun and accessible way. This includes hints and tips about how to wear pink items in your wardrobe in a surprising way, or what you could buy in the shops to follow the hottest trends over Autumn/Winter 2014.

Do good.

The 'do good' message focuses on contributing to breast cancer research and its impact on women's lives through better cancer treatments. This includes putting on a wear it pink event or raising money through other means with friends, family and colleagues.

Bored with beige?

The bored with beige message aims to position wear it pink in a way that is aspirational, fun and cool in contrast to the dullness of beige.

wear it pink

wear it pink is Breast Cancer Campaign's annual mass participation fundraising event and it has raised around £25 million to date to help fund lifesaving research. Last year **wear it pink** supporters raised over £2 million and this money is already funding world-class research across the UK and Ireland that saves lives.

Taking place in October **wear it pink** marks the end of Breast Cancer Awareness Month - Breast Cancer Awareness Month exists to help women be better aware of the common symptoms and seek help as early as possible, which increases their chance of survival. It also serves as a key time of the year when we are able to focus the public's support and raise vital funds for breast cancer research.

Despite strong competition, **wear it pink** remains the dominant breast cancer charity fundraising activity in the UK during October. Taking part is simple - organisations, schools and individuals are asked to get together, wear pink and make a donation to Breast Cancer Campaign. When they join the hundreds of thousands of people who take part in **wear it pink**, they become part of a collective force of scientists, supporters and people affected by breast cancer. Together, our mission is to beat this disease by funding ground-breaking research. Our approach to breast cancer research is pioneering and highly responsive. Breast Cancer Campaign looks for opportunities where the potential for real impact is the highest, and then we get the necessary funding straight to where it can make the most difference.

wear it pink 2014 - This October we are encouraging organisations, schools and individuals to join **wear it pink** – the original, the biggest and now the most stylish pink event in the UK. We are asking them pick their hottest look from hundreds of fun and fashionable ways to **wear it pink** in the office, at home, or at play. They can look good by wearing the latest pink trends with their friends, family and colleagues. And they can do good by donating to Breast Cancer Campaign. Their passion for pink will fund breast cancer research, develop new treatments and save women's lives.