

2021 Young Ones Student Awards

Open Business. Open Source. Open Brief.

Objective

Across the world, small businesses are preparing to re-open. Their challenge is to encourage shoppers to come back while asking them to be cautious. It almost seems like a losing proposition from the get-go but it's vital to the thousands of local businesses that need to get back to normal levels.

Issue

Not only do these small businesses have to remind their customers that they are ready for business, but each shop must communicate the New Normals; Social distancing, masks for all, or special circumstances such as curbside service or shopper limits within stores.

Insight

Most folks are settling for simple shop window signs using Sharpies(™) and poster board. We think their messages could be a great deal more effective if they were a little more creative. Solutions might extend for example beyond shop windows to incorporate street art, or applications that turn whole areas into a tourist attraction like the way Graffiti changed the Wynyard district of Miami.

Challenge

Think of creative ways to encourage shoppers to come back, albeit in a socially responsible manner. It's up to you to decide what enterprise you wish to solve for. You can choose anything from hairdressers to juice bars, or all the businesses in a city block. Simply state with your submissions "This is an idea for..."