



The problem

The world of 2115 is very different to the one you know in 2015. 20 years ago massive sun flares dramatically changed Earth's landscape causing extreme heat and unpredictable and violent storms. Water is scarce and fossil fuels ran out decades ago.

As you can imagine, changes like this to the environment also had a massive impact on society. Towns are at war with each other to keep hold of the little resources they have and to try to steal what they don't have. Whenever a person steps outside their door, they risk extreme sunburns, being struck by lightning or being shot.

Because of this, cars went out of fashion 10 years ago and in their place teleportation became the preferred way to travel. As you can imagine this means one major industry took a huge hit. Yep, you guessed it - Radio!

In your era when things like Spotify and podcasting came about, radio stations lost a lot of their listeners during office hours, but this wasn't a big deal as they would make up numbers during drive time. Now no one drives and teleportation is light speed, so no one ever listens to the radio.

The brief

The radio stations in 2115 have combined forces to bring the three best creative agencies of 2015 into the future to help us make cars fashionable again. The key goal of course is to get drivers to switch on their radios.

What we need from you:

- A)** To design a car that meets the below requirements and build a model of it.
- B)** To present a 30 second TV commercial that features the model. The TVC must target the general public and must be creative enough to make them want to travel by car again.

The car can not be like the sort of car that you all drove in 2015, the environment has changed, so car design must evolve with it. Most importantly it must be something people enjoy riding in so much they are willing to risk certain death to do so. This is the main reason why we have creative agencies involved and not car manufacturers. You guys are far more capable of stepping outside of your comfort zone and are more likely to do come up with ideas unlike anything anyone has seen before.

There are a few stipulations that must be adhered to:

- It has to look great
- It has to be a comfortable ride
- It has to be easy to control
- It has to be able to withstand extreme heat, gale force winds, lightening strikes and attacks from rocket launchers
- It has to be able to drive over rocky terrain and through deep mud
- It has to use a fuel other than petrol
- It has to be able to get over large chasms that have opened up in the earth, but it can't fly. Car manufacturers tried that 50 years ago and morons kept knocking each other out of the sky so flying cars were outlawed. Short bursts of flight or hopping is acceptable.
- Most importantly, it has to have a kick-ass stereo system!

The rules

1. No team leaders - You are fully grown adults, work as a team, take equal responsibility
2. Use only what is in the bag - don't trade with other teams and don't use anything you find around the office
3. The car and the ad are equally important. No point having a great car and a weak commercial or vice versa
4. Follow the brief - overlooking any detail could make the car useless and you will risk disqualification
5. No shrinking violets - every team member has to take part in both the advert and the design
6. Costumes and props are encouraged. The more creative your overall presentation the better
7. Adverts will be performed in front of everyone and will be filmed at the same time so no complaints about not wanting to be filmed - this is not the right industry to take yourself too seriously
8. Ads must be 30 seconds - a time keeper will help you stick to this during your performance.

Good luck!