

Summer Independent Work
Year 13 Creative Media
July 2022



Responding to a Commission

Set Task Information

Calvin Klein is a brand that in 1994 launched a fragrance CK One which was manufactured and marketed as a unisex perfume. This was seen as ground breaking at the time.

It became the best-selling unisex fragrance in the US, averaging sale in the mid-nineties of \$90m USD.

It averages sale of about \$30m per annum.

Please read through the information provided in the Press Release.

You will be producing responses to two commissions

We need media practitioners to provide initial responses to one of the following commissions:

COMMISSION 1: Audio visual advertisement of 30 seconds.

COMMISSION 2: Print advertising of one billboard and one magazine advertisement.

In responding to the commissions, you must incorporate the information within the Press Release.

PRESS RELEASE

Calvin Klein is a global lifestyle brand that exemplifies modern, sophisticated style; is a global lifestyle brand that exemplifies bold, progressive ideals and a seductive, and often minimal, aesthetic. We seek to thrill and inspire our audience while using provocative imagery and striking designs to ignite the senses.

We believe in a culture that provokes discovery and brave thinking. We strive to make a positive impact on the world. We inspire passion in our people. We embody authenticity and embrace individuality.

To mark 28 years of CK One we want to take this opportunity to promote not only this enduringly popular fragrance but our continued mission to celebrate the very diversity of what being human can be.

Our values are: Individuality Partnership Passion Integrity Accountability

We are working in partnership with the United Nations World day for Cultural Diversity Held every year on 21 May, UNESCO leads the celebration of World Day for Cultural Diversity for Dialogue and Development highlighting not only the richness of the world's cultures, but also the essential role of intercultural dialogue for achieving peace and sustainable development.

The pandemic has proven the intrinsic value of the cultural and creative sector at generating social cohesion, educational resource or personal well-being in times of crisis.

We are commissioning an advertising campaign to both promote the CK One fragrance but also the World Day of Cultural Diversity which has the potential to be seen by a global audience.

We expect the response to the commission to be completed by June 30th at the very latest.

Activities

Activity 1 - Conduct a small amount of research in to both Calvin Klein, the company & their previous advertising and World Day for Cultural Diversity for inspiration and ideas.

Write a short report that describes your idea for the campaign, and how the research helped you decide on your idea. No more than 500 words.

Activity 2 - Plan your AV advertisement, this must include the following:

script; storyboards and choice of music.

- Design your billboard and magazine advertisements.

Deadline Friday 1 September via Teams

RESEARCH



Original advertisement for CK One 1995

<https://www.youtube.com/watch?v=gtE0-7wDjM0>



Advertisement from 2011

<https://www.youtube.com/watch?v=P73GZK0geC4>



PHOTO: Illustration of Hands (left): ©UNESCO Almaty. Photo (right): ©UNESCO/Venusa Evaran, Violeta Ouispe and Gaudencia Yupari.

<https://www.un.org/en/observances/cultural-diversity-day>