

desall



**FRANKLIN
MARSHALL**

GOES GEEK

Franklin & Marshall goes Geek - Naming phase

Earphone Strings

Winner of the previous phase.

The following brief is focused on this work.

Summary

Naming is the second stage of the international co-creation contest "Franklin & Marshall goes Geek". The aim is to come up with the best name and payoff of the Earphone Strings developed in the previous phase.

Description

Franklin & Marshall is an Italian brand focused on fashion items and accessories, combining the quality "Made in Italy" with the American spirit, romantically linked to the past. The attention to the new trends is the reason at the base of the open challenge "Franklin & Marshall goes Geek".

The winner of the Product Design phase was Earphone Strings, a new product dedicated to young and geek customers. It's an original and comfortable way to keep earphone wires out of the way integrating them with F&M sweatshirts.

What we need

In this second phase participants are invited to find an effective name and a memorable payoff.

- *Focus on the product:* always refer back to the product, its features and uses. It's an earphone string available in different colors coordinated with those of the sweatshirts. The gadget has been designed to be integrated with the sweatshirt but it can be sold separately.
- *Language:* the product is meant for an international audience, so avoid names, payoffs and descriptions in any language different from English. Name and payoff should be understandable but also stylish and original.
- *Perfect name:* the name should be short and catchy for an international young target. it may be easily remembered and associated with F&M.
- *Catchy Pay off:* think of a short and interesting payoff which grabs the attention of the customers. Remember the target: speak its language and be appealing.

Eligibility and submission

Participation is free of charge and is opened to designers and creative talents of any nationality and age. Participants can choose to present one or more projects, but only projects published on the web site www.desall.com via the upload page devoted to the "Franklin&Marshall goes Geek" will be accepted.

Go compete: <http://des.al/FMgoesGeek>

Timeline

Upload phase: 3rd July 2013 - 22nd August 23:59

Community vote: 23rd August 2013 - 2nd September 2013 at 23:59

Client vote: 3rd September 2013 - 13rd September 2013 (approximately)

Awards

1st : **€ 500,00** "Original copyrighter" (to be spent in the online shop franklinandmarshall.com)

The selection of the winner by Franklin&Marshall will be the result of an unquestionable evaluation and it will take into account originality, feasibility and consistency with the brief.