



Creative Brief

Client: **First Generation**

The What:

If you are a current student who is interested in the graphic arts, “Art on the Walls” is a contest open to you. You may submit a design for a chance to have it reproduced on a large wall in our office (as a permanent art installation!) and win a \$1000 scholarship to help further your education.

The Why:

First Generation (FG) has been on the creative side of advertising in the Lehigh Valley for more than 30 years, and every year the scene gets more exciting with new faces and fresh talent. This contest is a celebration of that. We want to explore the talent you have to offer and support you in your endeavors. So, stretch your wings and push your creativity. Let’s see what you’ve got!

The Who:

Your main client is the FG team. We want the art to help represent us and give us something to look at proudly each day. But be mindful that our guests and clientele, who are often professional residents of the Lehigh Valley, are a secondary target audience.

The Details:

Create one piece of artwork that will be reproduced as a permanent art installation in our office space. Go to firstgencom.com/artonthewalls for contest rules, submission guidelines, and a downloadable asset package that includes a template for file specifications. Once complete, you can also upload your work there. From those collective submissions, the winner will be chosen by our internal panel.

The Message:

We want your piece to represent our appreciation of great artwork. That pretty much means the sky’s the limit—take it and run with it! As long as it follows the Rules & Restrictions listed on our landing page, we will be selecting the piece that gives the right kind of flavor to our space. So, take a look at these assets, get to know our agency a bit, and let that inspire you.

A Bit About Us:

We are creative, strategic, and passionate about what we do. We strive to have strong relationships with a dedication to quality and high-level service. With a full set of capabilities under one roof, we collaborate closely to make marketing executions, videos, live experiences, and learning solutions come to life. At the end of the day, our mission is to take our clients further.

Additional Consideration:

Be creative! The art can be a literal take on the theme, or it can be abstract and representational. Have fun with it and make great art. We want to see some seriously cool stuff.

What You Win:

- A \$1,000 scholarship
- Your creative work eternalized on our walls as a permanent art installation
- A custom press release and social media announcements about your collaboration with us
- A personal tour of FG and a chance to pick our brains for advice
- An offer to have some of our team members come speak to one of your classes (given instructor approval)
- Major bragging rights