Creative Challenge
When it comes to using the Internet, many of us are stuck in a rut. We just visit the same handful of sites, blogs and pages again and again, week after week. When you consider what a vast, colourful, wonderful world the Internet is, this behaviour is a bit like never leaving the street you are born on. Some internet browsers (Chrome for example) encourage this ‘content bubbling’ approach, directing users back to their ‘most visited’ sites again and again in an attempt to make their on-line behaviour predictable (and easier to serve adverts against). Internet Explorer however believes that we should all explore the wonderful world of the internet as fully as possible - get off the beaten track and see what cool stuff is out there.

Target Audience
Tech Trendsetters - 18-25 year olds who love technology and what it enables them to do. They are united by their curiosity and a desire to ‘get there first’ whether that’s a new piece of technology, a new website or a new piece of content. They want to be the first amongst their peers to send round the new thing.

Considerations
Successful entries will be a campaign that can stretch from the digital world into the physical. How can we seamlessly marry a great (HTML5) digital experience with stunts, events or ideas that can live in the real world.

You should consider how we can revitalise and challenge some of the existing pre-conceptions of Internet Explorer as a brand. How can we make choosing Internet Explorer as a browser say something positive about your attitude towards the Internet.

Mandatory Requirements
The campaign should have at least one digital component and one experiential / real world component. This could be advertising ideas, content ideas mobile or website ideas for the digital component and event-based, PR or advertising ideas for the real world element.

Create a short, clear and concise presentation of how you would marry the real world experience with the digital and the consumer’s journey through the campaign and how this will inspire exploration of the web.

Background
Internet Explorer believes that the Internet is the most marvellous place that there is. We believe that being connected is nothing without the curiosity to see where those connections take you. We believe that this curiosity, this desire to explore is something that everybody shares no matter who they are, and that all of us deserve the best tools possible to satisfy that curiosity. That’s why we called our product ‘Internet Explorer’ - because the Internet demands more than idle browsing or skimming surfing - it’s there to be explored. So let’s go exploring.

Internet Explorer is the nation’s no.1 Internet browser. We’re at the cutting edge of browser technology - giving people the tools to explore the Internet in a way that is faster, safer, more practical, more individual and more visually exciting than ever before. We’ve been helping people explore the internet for longer than any other browser and today we provide the gateway to a more fulfilling web experience.
D&AD Student Awards 2012

Inspire people to become an Internet Explorer, through both a digital and real world experience.

**Deliverables**
Upload a presentation film of your work (max 2 mins). You may also upload supporting images and/or upload a zip folder of supporting interactive work.

Please see the Formatting Guidelines PDF for more information.

**Further Information**
See www.dandad.org/studentawards
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