

Οδηγίες Συμπλήρωσης:

- Συμπληρώστε όλα τα απαραίτητα πεδία χρησιμοποιώντας font **Calibri 10pt**
- Μην υπερβαίνετε το όριο των λέξεων

Κατηγορία: ENVIRONMENTAL BRANDING & DESIGN

Τίτλος Συμμετοχής: efood world, vol 2

Brand (Προϊόν/Υπηρεσία): efood

Εταιρία/Πελάτης: ONLINE DELIVERY A.E (efood)

Key visual συμμετοχής

Σύντομη περιγραφή συμμετοχής (Θα χρησιμοποιηθεί, σε περίπτωση βράβευσης, για την παρουσίαση της συμμετοχής στην τελετή απονομής)
(40 λέξεις max)

Endless characters and illustrations play around the new modern offices of efood.

Ποιο ήταν το ζητούμενο από τον πελάτη (Creative Brief);
(100 λέξεις max)

The client — Efood, member of Delivery Hero, is the leader online food delivery in Greece with an active network of 4,000 stores serving 50 cities. Due to their big outspread and growth efood needed to expand their office space again. FORMrelated architectural studio was responsible for the impressive and contemporary design of their new space in Athens. Following our previous successful collaboration we were commissioned to design the interior graphics.

About 200 people with an average age of 30 work in-house at efood. So it's actually a micro-society, a small community. Positive vibes, easy-going people, and a relaxed, cool and friendly environment are what make the place stand out. The brand supports humorous and alternative content as a tone of voice in its communication on social media.

Στρατηγική
(100 λέξεις max)

The creative concept —

We chose characters again since the core of their culture is people and everything around them and food. Based on the department of each space we created small stories and characters that appear in different contexts and have random messages. The lobby, the restaurant, the finance department and the call centre are just few examples that worked as a reference for the 'foodie' characters to be born. The illustrations reflect the energy and the values of efood with a nerdy sense of humour, inspired from the Social Media and other sources like: technology, hype culture, food, pop culture and human traits. Many hidden and tiny images can be found around the place and specific characters often appear more than once in different actions. This way the graphics almost become a version of an experimental modern comic.

Η Ιδέα - (Σε μια πρόταση, έως 25 λέξεις)

Endless characters and illustrations play around the new modern offices of efood.

Υλοποίηση

Πως η λύση σας απαντάει στα ζητούμενα του brief;
(150 λέξεις max)

Δείτε το pdf και τις εφαρμογές.

Url's Τα links για το δημιουργικό υλικό θα πρέπει να είναι απόλυτα και όχι σχετικά (πχ. [http:// www.mysite.gr](http://www.mysite.gr))