

*** All in. Leeds.**

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Introduction

All In. Leeds. is an association of creative agencies that was born out of a desire to help the city win the bid for Channel 4's headquarters. Now we want to build on that success to further develop the local creative market.

We work on a voluntary basis. At the moment it's simply a group of agencies all pledging their time towards a common goal.

We are however currently looking at ways we can create a more formal structure for the association to better deliver ongoing and future projects aimed at benefitting Leeds and its creative agencies. If you'd like to get involved and help to guide future initiatives, we'd love you to join us.

Background

The announcement by Channel 4 to locate their national HQ in Leeds was a breakthrough moment for the city, and triggered Leeds City Council to come to the All in. Leeds network for a marketing campaign to raise the city's profile, particularly in London.

Before we approach the LCC brief specifically, the collective agreed that Leeds needs an identity which we can then use as a basis for any campaigns moving forward.

If we are looking to raise the profile of Leeds, then we firstly need to consider who we are and what we stand for.

This identity should not be owned by anybody, any agency or the network – similar to the Manchester bees and I♥NY. It needs to feel organic and authentic.

The Brief

To create an identity for Leeds representing who we are and what we stand for as a city.

Insight

Distilling feedback from creatives around the city (including students), these are key insights into perceptions of what creative Leeds is and means to people.

BALANCE

The city blends 'the best of both worlds' with a busy city full of food, music, art and conversation, and beautiful countryside on the doorstep.

SMALL BUT MIGHTY

Leeds packs so much into a small, friendly space, creating a fulfilling but inclusive community.

MOVING PAST THE UNDERDOG MENTALITY

An ambition for many for the city is to stop behaving like the underdog and start vocalising the pride we already feel.

Objectives

To create an identity for Leeds which:

- We are all proud of
- Which organically grows and becomes engrained in the city and our culture
- Feels natural and authentic
- Can be adapted for various campaigns moving forward, e.g. to create a marketing campaign / toolkit for Leeds City Council to raise the profile of our city in London

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Considerations

- It should not be based on old clichés.
- Leeds identity should be about who we are going to be and are becoming as a city, not what we are now or have been known for.
- Creativity is a key part of the identity of Leeds.
- Leeds is the creative (and geographic) centre of UK.
- The creative industry is the fastest growing sector in Leeds.
- The All in. Leeds initiative is unique in itself and testament to our collaborative approach.
- Channel 4 is a bold, diverse and disruptive TV broadcaster and choosing Leeds as it's new HQ is a great case study and is also says a lot about us, as a city.

What is Leeds known for?

- Diversity
- Being a city of doers
- Personality
- Craft
- Creativity
- Straight talking
- Dynamic
- Community spirit
- Collaborative ways of working

Other considerations

- Leeds is the geographic centre of the UK and central to the growth of the northern and national economies
- Leeds is young and getting younger - Our region is one of the youngest in the UK providing a talent pool that is digitally skilled and enterprising.
- Leeds has all the advantages of a big city, with a thriving job market and access to culture, sport, food and retail at the heart of a clean and walkable city centre.
- Leeds is powered by innovators, entrepreneurs and social pioneers - Leeds is built on a rich tradition of social innovation.
- In Leeds we put people first, with a proud record of working together to deliver for

Target Audience

- Creative & digital sectors primarily
- Professionals working within the sector
- Both in Leeds (we need to be proud of our identity and for everybody to buy into it) and outside of Leeds (to attract new talent and businesses in)

Deliverables

One page only – encompassing a single idea and how you would bring it to life.

Do not include anything (branding, names) that identifies you as the person/agency that has done the work. Your submission should be totally anonymous to keep the judging fair. Any work submitted with these included will be disqualified.



Terms & Conditions

1. You must either live or work in a Leeds postcode to enter. We will post a shortlist of entrants, and if your idea is shortlisted, our legal trustees will verify your details.
2. All in. Leeds is a collective of agencies and creatives who pledge their time, free of charge, to push Leeds' creative agenda forward (as per our Manifesto). As we operate on a voluntary basis, no cash amount is offered for the initial submission of your one-page concept/idea.
3. The person who submits the winning idea will be recognised publicly for their work, and will be invited to develop the idea with All in. Leeds to create the final output.
4. The IP for the winning idea (and the development of any associated creative) will be assigned to Leeds City Council.

Questions? Contact us at hello@allinleeds.com