



How this brief will be judged
1 Social and environmental benefit
2 Research and insights
3 Design thinking
4 Commercial awareness
5 Execution
6 Magic

Please see the next page for further details

Alone Together



Awards

There are two awards available for this brief.

Marketing Trust Award of £2,000
CIM Award of £1,000

The judging panel may decide on more than one winner and will allocate the awards accordingly. In addition, the judging panel may award commendations.

Brief

Accounting for how different groups in society are affected by loneliness, design a way to reduce its impact on one or more of the following: physical health, mental health, or access to services.

Background

- Loneliness can be defined as 'the gap between someone's desire for connection and the reality of their connections' – in other words, a subjective feeling of a lack of connection to other people. It is possible to feel lonely when surrounded by a crowd of people, and it is also possible to be alone and not feel lonely.
- People often use the words loneliness and 'social isolation' interchangeably, but there is an important distinction to be made: social isolation refers to a lack of contact with family or friends, community involvement, or access to services. It can contribute significantly to the likelihood of experiencing loneliness.
- Issues around loneliness have climbed up the political agenda in the UK with the appointment of Tracey Crouch MP, the new Minister for Loneliness, while organisations such as the Jo Cox Commission have called for loneliness to be seen as important a public health issue as obesity.
- Loneliness and social isolation can be as bad for people's physical and mental health as chronic health conditions¹. Research tells us that lonely people have a 20 percent higher premature mortality rate, with 3 out of 4 GPs reporting seeing between 1 and 5 people per day due to loneliness, placing a heavy burden on NHS services².
- Being lonely is by definition an individual experience. The causes are varied and loneliness is prevalent throughout society. It may occur after big life events such as having a child, marriage, bereavement, or moving to a new area.
- But particular groups in society can be more vulnerable to experiencing loneliness. It is often associated with older people, and research shows that nearly half of this group (49 percent of over 65 year-olds) say that television or pets are their main form of company.
- However, loneliness also affects people of all ages and backgrounds. Research carried out by the Red Cross found that 32 percent

of young people (16-24-year olds) in the UK reported that they had often or always felt lonely in the previous two weeks³. The Royal Society for Public Health's report '#StatusofMind' found that exposure to social media increased the likelihood of young people feeling lonely⁴.

- The groups which report the highest instances of loneliness are carers and refugees/asylum seekers - with 80 percent and 53 percent respectively reporting that they "often feel lonely".

How should you approach this brief?

- You can focus on any target audience experiencing loneliness, anywhere in the world – we are interested in global and urban/rural perspectives.
- Investigate the effects of loneliness on the physical and/or mental health of your audience through primary research. Try to empathise with the people you are designing for; aim to understand their needs and concerns, and test and refine your solution with a mix of users and experts if possible.
- Loneliness is a prominent topic – what initiatives already exist to try and tackle it among your audience? Do some market research and highlight the unique points in your solution against other existing initiatives
- Consider how your proposal might reduce pressure on acute or community health services, and explore how it could work in the real world – for example, what role might formal social groups such as sports clubs, toddlers groups, and interest groups (eg bird watching or book clubs) play in delivering it?

For the purposes of illustration only, viable responses could include:

- A product which allows carers within a close proximity to connect, share experiences and develop friendships.
- A service that helps GP surgeries or health centres ensure that all interactions with patients can help facilitate 'meaningful connection', especially for people who may be experiencing loneliness (for example mothers experiencing postnatal depression).
- A campaign that highlights the issue of social isolation amongst refugees and asylum seekers.

... and many more are possible.

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With additional support from



The Chartered Institute of Marketing

Aug 2018

Briefs launch + register your interest online

14 Jan 2019

Competition opens

13 Feb 2019

'Early bird' submission deadline (£25)

13 Mar 2019

Final submission deadline (£35)

20 Mar 2019

Judging begins: shortlisting and interviews

May 2019

Winners announced

Judging criteria

There are 6 criteria that your entry will be judged against – make sure that your submission materials demonstrate that your solution meets these criteria:

- 1 Social and environmental benefit** – how does your solution benefit society and/or the environment?
- 2 Research and insights** – how did you investigate this issue? What were your key insights?
- 3 Design thinking** – how did your research and insights inform your solution? How did you develop, test, iterate and refine your concept? Demonstrate the journey you've been through to the end result.
- 4 Commercial awareness** – does it make sense from a financial point of view? What is unique about your solution compared to other interventions? Who would need to pay for, deliver or support your proposal in order for it to succeed?
- 5 Execution** – we are looking for a design solution that feels pleasing and well resolved.
- 6 Magic** – we want to see a bit of 'magic' – a surprising or lateral design solution that delights.

Key dates

Aug 2018 – Briefs launch
+ register your interest online

Mon 14 Jan 2019 – Competition opens for submissions via www.thersa.org/sda

Wed 13 Feb 2019, 4 pm GMT
– Deadline for 'early bird' submission at reduced entry fee of £25

Wed 13 Mar 2019, 4 pm GMT
– Final deadline for online registration + submission (£35 entry fee)

Wed 20 Mar 2019
– Judging begins (2 stages: shortlisting + interviews with finalists)

May 2019 – Winners announced

Jun 2019 – Awards Ceremony

Submission requirements

All entries must be submitted through our online entry system, accessed via www.thersa.org/sda

If you are unable to submit online, please contact us by email at sdaenquiries@rsa.org.uk

As you prepare your submission, please ensure that:

- You do NOT include your name, university/college or other identifying marks anywhere on your submission.
- None of your PDF submission files exceed 10MB – this is the maximum size for each individual file/board when you submit online.

The submission requirements are:

- **1 x A3 PDF Hero Image, with project title and 1 sentence description**
A singular 'poster image' that conveys the essence of your project, and includes your project title plus a 1 sentence description. For example: *'Bare Technology: a product and service design solution to convert old computers (e-waste) into simpler, more straightforward, accessible computers for older people'*. Your hero image should aim to bring your concept to life – make sure it is vibrant and engaging.
- **1 x A3 Written Summary**
A single A3 PDF page that summarises your big idea using the following format:
 - **Problem (50 words max)**
What is the specific problem you identified within the brief topic? Who experiences this problem, and how does it impact them?
 - **Process (75 words max)**
How did you investigate this issue – what were your key insights? What journey did you go through to get to your final solution?
 - **Solution (50 words max)**
What is your proposed solution? How will it solve the problem?
- **4 x A3 PDF Boards Outlining Your Proposal**
4 pages describing your proposal and demonstrating that you have met the 6 judging criteria. Each board should include a heading. It is important that you number each board in the top right hand corner, in the order you want them viewed by the judges.
- **5 x A3 PDF Pages of Supporting Material**
Up to 5 A3 pages of additional material illustrating your development process – this could include scanned pages of your sketchbook or computer modelling (if applicable).
- **Optional YouTube/Vimeo + website links**
Please note that we cannot guarantee supporting films and websites will be viewed at the shortlisting stage. If you have created digital materials, we recommend referencing them (for example by including labelled film stills or website screen grabs) in your 4 main PDF boards.

Partner information

The Marketing Trust

The Marketing Trust is an independent charitable trust which makes grants of financial assistance to charitable, volunteer, educational and other organisations for the purposes of training their staff, volunteers, young people and the general public in any or all aspects of marketing understanding and/or execution, and to appreciate the role of marketing in today's society.

The Chartered Institute of Marketing

For over 100 years, The Chartered Institute of Marketing (CIM) has been supporting, developing and representing marketers, teams, leaders and the marketing profession as a whole. As the largest professional marketing body in the world, CIM offers membership and career development, professional marketing qualifications, training courses and helps businesses grow with tailored support to enhance marketing capability.

Brief devised and developed by Tom Harrison, Researcher at the RSA, in collaboration with the Marketing Trust.

- 1 Royal College of General Practitioners (2018) 'Tackling loneliness: A Community Action Plan'. Available at: www.rcgp.org.uk/about-us/news/2018/may/national-campaign-needed-to-tackle-loneliness-epidemic-says-rcgp.aspx
- 2 Guardian article (2016) 'John Cacioppo interview: "Loneliness is like an iceberg – it goes deeper than we can see"'. www.theguardian.com/science/2016/feb/28/loneliness-is-like-an-iceberg-john-cacioppo-social-neuroscience-interview
- 3 British Red Cross (2018) 'Isolation and loneliness: an overview of the literature'. Available at: www.redcross.org.uk/about-us/what-we-do/research-publications
- 4 The Royal Society for Public Health (2018) 'Status of Mind: Social media and young people's mental health and wellbeing' [PDF]. Available at: <https://www.rspg.org.uk/our-work/campaigns/status-of-mind.html>