



## **2023 WPP TALENT AWARD**

### **Brief 1 – KIKO Milano Design Week**

#### **Brief**

Imagine how KIKO Milano can celebrate Milanese design and pay homage to its city of origin within the context of next year's (2024) Milano Design Week.

#### **Context**

Every year, hundreds of brands compete for the opportunity to showcase their identity and latest innovation during the Milano Design Week. The result is a colorful but essentially overcrowded event, where a highly selective audience is likely to gloss over projects without a strong appeal.

#### **Who is KIKO Milano**

KIKO Milano is a global beauty brand with a profoundly Milanese soul.

Mostly known for its wide makeup offering - over 1200 vibrant colors, in a variety of textures, applicators and special collections – the brand has recently been venturing with success in the territory of skincare, body- and haircare.

Inspired to the energy and attitude of its city of origin, the brand's belief reads "KIKO Milano believes in the power of colors, art and crafts to transform our daily lives".

For further information see <https://www.kikocosmetics.com/en-gb/who-we-are/the-brand.html>

For over 20 years, KIKO Milano has been building its CSR presence through a comprehensive program called KIKO MILANO CARES, ranging from environmental sustainability to social and community projects. For further information see

<https://kikocosmetics.com/en-us/about-us/corporate-social-responsibility.html>

#### **Communication target**

16–65 years of age.

Individuals of any gender, interested in art, design, and innovation.

#### **Possible Insights**

- Founded in 1997 in Milan, KIKO Milano started out as a 8 squared meter corner inside the iconic Fiorucci department store (now closed), located in Piazza San Babila, at the heart of Milano's youth culture. Since then, the brand has been evolving along this vibrant city, with a keen eye for design and trends;
- KIKO Milano commercializes over 1200 different colors, in a variety of textures and applicators;

#### **Goals**

- To break through the clutter of installations with a differentiating presence;
- To give back to Milan, as a city of origin and creative muse;
- To deliver on the brand belief and identity;



## **Deliverables**

An activation idea (e.g. installation, performance, co-branding), inclusive of:

- Concept
- Headline
- Key visual

## **Resources**

TBD (logo, brandbook, font, latest works)