



comoodle

**The
Engine
Room®**

Project Title: **Comoodle**

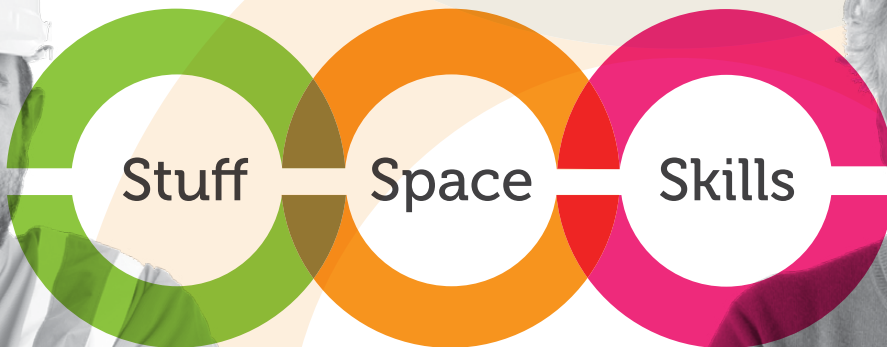
Industry: **Public Sector**

Client: **Kirklees Council**

Agency: **The Engine Room**

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For publication





"WE CAME TO THE ENGINE ROOM BECAUSE WE KNEW THEY WERE BRAND EXPERTS. WE TASKED THEM WITH FRESH AND INNOVATIVE THINKING, WHICH IS EXACTLY WHAT THEY DELIVERED."

Duggs Carre, Comoodle Project Leader.

In a highly ambitious move, Kirklees Council entered one of the world's most prestigious community innovation competitions set up by the ex-Mayor of New York, Michael Bloomberg. The Mayors Challenge encourages cities to generate new ideas to solve complex challenges and improve city life.

With the backdrop of significant resource and budgetary cuts, Kirklees Council had identified an exciting opportunity for collaboration within their region and beyond, an opportunity that would combat these cuts and potentially transform services. Companies such as Gumtree, Uber, Airbnb and Zipcar are starting to rewrite the rulebook on how we access and share resources. In a similar vein, Kirklees was aiming to enable neighbourhoods and cities to come together, collaborate and share their collective resources via an online platform. Connecting people who have a passion to make their area better, they wanted to give everyone access to idle resources and build trust through sharing.

The council had named their programme 'Kirklees Shares', which had been successfully shortlisted as one of 21 finalists in the 2014 Bloomberg Philanthropies' Mayors Challenge, out of 155 applicants. They now recognised a need to take their final stage submission to the next level in order to ensure they stood out against a high calibre of competitors.

They appointed The Engine Room to design their next stage bid. We turned around a new name, identity, master document and messaging in less than two weeks, all within a £5k (€7k) design budget.

The project came in the top five alongside Barcelona, Stockholm, Athens and Warsaw. They won €1 million in prize funding and beat applicants from over 150 cities across 26 nations.

This huge accolade was the perfect example of the impact that effective design, branding and messaging can have, in this case, across the Atlantic in the form of €1 million.



€1 MILLION



PROJECT OVERVIEW (727 WORDS)

RESPONSIVE STRATEGIC THINKING

Kirklees Council approached The Engine Room to design their bid document. Through our insight process we spotted an opportunity to do more than simply give them a new layout and design. They needed a brand platform that would turn this highly complex concept into an easy-to-communicate and easy-to-understand service that would resonate with the judges and potential target audiences. We worked with them to re-define the project brief.

Kirklees felt they had a ground breaking idea that was the first of its kind, meaning they needed to address the brand, content, layout and messaging in a way that was completely unique. The brand needed to boldly transmit the idea and communicate real innovation, clearly and coherently.

DESIGN BRIEF

'You will take our core copy and help find a way to tell the story in a simplified fully transferable programme, using a more animated style to help strengthen the presentation of the bid. We need your expertise to help us tell the panel the core benefits of the approach and show how it is innovative, attractive and adaptable.'

In order to fulfil the tall order of standing out ahead of the huge sea of applications submitted into the Bloomberg Philanthropies' Mayors Challenge, **KEY OBJECTIVES** were formed as follows:

- Turn a good idea into a winning idea.
- Create a high quality, innovative brand platform worthy of a tremendous prize.
- Communicate this potentially complex proposition in a way that would inform, engage and inspire.
- Ensure brand stand out and differentiation in such a competitive process.
- Position Kirklees alongside some of the world's most inspiring and exciting cities.

OVERVIEW OF THE MARKET

Tough Competition with Intimidating Counterparts

155 cities from across Europe had entered projects into the challenge, hoping to win one of just five funding prizes.⁽¹⁾ The selection committee comprised experts in innovation and urban policy and members from a range of European countries and backgrounds across the private, public and social sectors.

Winning applications were selected based on four criteria:⁽¹⁾

- Vision and creativity
- Potential for impact
- Transferability
- Viability of implementation

Twenty-one finalists were drawn and five cities were chosen to receive a combined €9 million in funding and implementation support.⁽³⁾ Of the five winners, **Kirklees was the only UK success** sitting alongside much bigger and more highly resourced cities; Warsaw, Stockholm, Athens and Barcelona.





PROJECT OVERVIEW (727 WORDS)



CHALLENGES

- The bid had to stand against cities and regions that were more iconic, arguably more aspirational with significantly larger resources and bigger budgets. In such an impressive landscape, Kirklees was practically unheard of.
- Kirklees needed the new brand and full bid to be ready in just ten days.
- The Engine Room needed to quickly understand and interpret a highly complex concept and turn it into a clear proposition that was as concrete as it was compelling.

"THE ENGINE ROOM DEVELOPED IDEAS FOR THE BID THAT NOT ONLY HELPED US STAND HEAD AND SHOULDERS ABOVE OTHER SUBMISSIONS IN THE COMPETITION, BUT ALSO HELPED US TO TRANSLATE KEY MESSAGES ACROSS TO OUR AUDIENCE."

Duggs Carre, Comoodle Project Leader.

LAUNCH:
(COMPETITION
SUBMISSION DATE)

31st July 2014

**DESIGN
BUDGET:**

£5,000



PROJECT OVERVIEW (727 WORDS)



DESCRIPTION (BACKGROUND)

Michael Bloomberg is on a global mission to change cities. The ex-Mayor of New York is on the hunt for big ideas that change the way that people live in urban areas. His project started in 2013, where he searched for five big ideas from America.⁽²⁾ Now looking for another five from Europe, he was hoping that these ideas would become a reality. They needed to be big, bold, innovative and transferable.

The policy department at Kirklees Council had developed a new idea that promised to transform the way in which communities share and access resources. Originally labelled by themselves as 'Kirklees Shares', their concept was rooted in the need to address a significant challenge facing cities today. The project was set to create a revolutionary explosion in sharing, re-defined through social technology and peer communities. Imagine a city where, instead of people saying, "How much will this cost?" they said, "What can we do with what we've already got?". Imagine a city that shared its resources with the community for the benefit of everyone as a whole. Kirklees was aiming to enable neighbourhoods and cities to come together, collaborate and share via an online platform. By helping people to combine their assets and learn from each other, they set out to reconnect communities in the simple way that today's society seems to have forgotten.

Before approaching The Engine Room, Kirklees was shortlisted into the final twenty-one in the 2014 European competition for the chance to use their idea for potential global change. The challenge was to then effectively transmit this idea and its solution into a creative and impactful final bid that spoke to the judges.

"WE LAUNCHED THE MAYORS CHALLENGE TO INSPIRE A NEW ROUND OF INNOVATION IN LOCAL GOVERNMENT - TO ELEVATE THE VERY BEST IDEAS AND HELP THEM SPREAD."

Michael Bloomberg, Bloomberg.org.



OUTLINE OF DESIGN SOLUTION (490 WORDS)

WHAT WAS REQUIRED?

The Engine Room refined the brief in order to produce the following:

1. A name for the service and concept that would easily transfer to other regions and potentially other countries.
2. A strong and engaging brand identity for the overall concept.
3. Visual style, imagery, tone of voice and brand language elements and their application to a final bid submission.
4. Full copy editing of the final bid.

"CREATE A BRAND WORTHY OF AN INTERNATIONAL PRIZE AND BRING THIS IDEA TO LIFE."

EXCEEDING EXPECTATIONS

In short, we delivered the headline objective set by Kirklees - a brand worthy of €1 million.

Our insight process enabled us to break down this complex concept and turn it into an easy-to-understand identity and engaging idea that could be understood by all audiences. This involved a short workshop with policy team members from the council, research into the Mayors Challenge and the organisation that sat behind it, Bloomberg Philanthropies. We reviewed other services designed to improve lives and kept going back to the project objectives in order to inform the design process.

We began support of the production of the bid from the early stages and created an original concept name, brand identity, bid design and layout. We completely re-mastered the copy (keeping original context), addressing the tone of voice and key messages throughout the documentation to ensure it was clear, compelling and user-centred. Much consideration was given to the judges' assessment criteria, but also the longevity of the programme as a personable, accessible brand. The design and imagery needed to be easily transferable worldwide and approachable for diverse audiences, from tradesmen to corporate businesses, and the public sector to the public at large.

Our solution was to position the brand at a top level to sit confidently alongside existing successful community, commercial and social enterprise projects. Key information was communicated throughout the documentation in an engaging, simple and concise format, in adherence to the overarching brand. We also developed the line 'Stuff, Space and Skills.' The value of visualising this process rather than leaving it to the devices of a report style was instrumental in communicating the concept.

We managed the final layout for the bid and presented the document in landscape, which proved to be a small but key differentiator.

THE IDENTITY

comoodle
Connecting Communities



OUTLINE OF DESIGN SOLUTION (490 WORDS)

THE BRAND USED AS A VERB

A transferable name was needed to provide a platform for sparking interest and conversation. 'Comoodle', was devised from the words 'caboodle' and 'community'. We felt that 'A caboodle of stuff, space and skills' explained the potentially complex concept to diverse end users. We envisioned audiences 'Comoodling' their assets.

We used the idea to form the new identity, with connected illustrations and imagery to represent the sharing and collaboration concept. Content and top line messages were then restructured, including the creation of the strapline 'Connecting communities', with important information put across through the use of infographics, clear engaging language and a fresh tone of voice.

"AUDIENCES HAVE ALREADY ADOPTED THE NEW BRAND NAME AS A 'GOOGLE' TURN OF PHRASE; 'LET'S COMOODLE IT!' WHICH HAS INSTANTLY HELPED TURN THE CONCEPT INTO A REALITY"

Duggs Carre, Comoodle Project Leader.



€7k

TOTAL RETURN ON INVESTMENT

14,000% ROI

Kirklees spent a total of **£5k (€7k)** on the design for the bid and fully recouped their investment by being awarded **€1 million** in prize funding for the bid they submitted.

The only other investment made by Kirklees Council was non-financial but resource-based. John Heneghan, Head of Policy and Strategy, estimates the equivalent of four weeks' work by one senior team member and states that no other direct costs were incurred in putting the final bid together.

Measuring the design investment directly against the financial return equates to a hard to believe, but very real, percentage return on design investment of over **14,000%**.

€1 MILLION



SUMMARY OF RESULTS

More than 150 cities from 28 nations entered the 2014 Bloomberg Philanthropies' Mayors Challenge. Comoodle was placed in the **top five** and won **€1 million** in funding.



Barcelona



Kirklees



Athens



Stockholm



Warsaw

International Recognition

Exceeded expectations and was placed in the **TOP 5** winners in a European-wide competition.

Ahead of International Counterparts

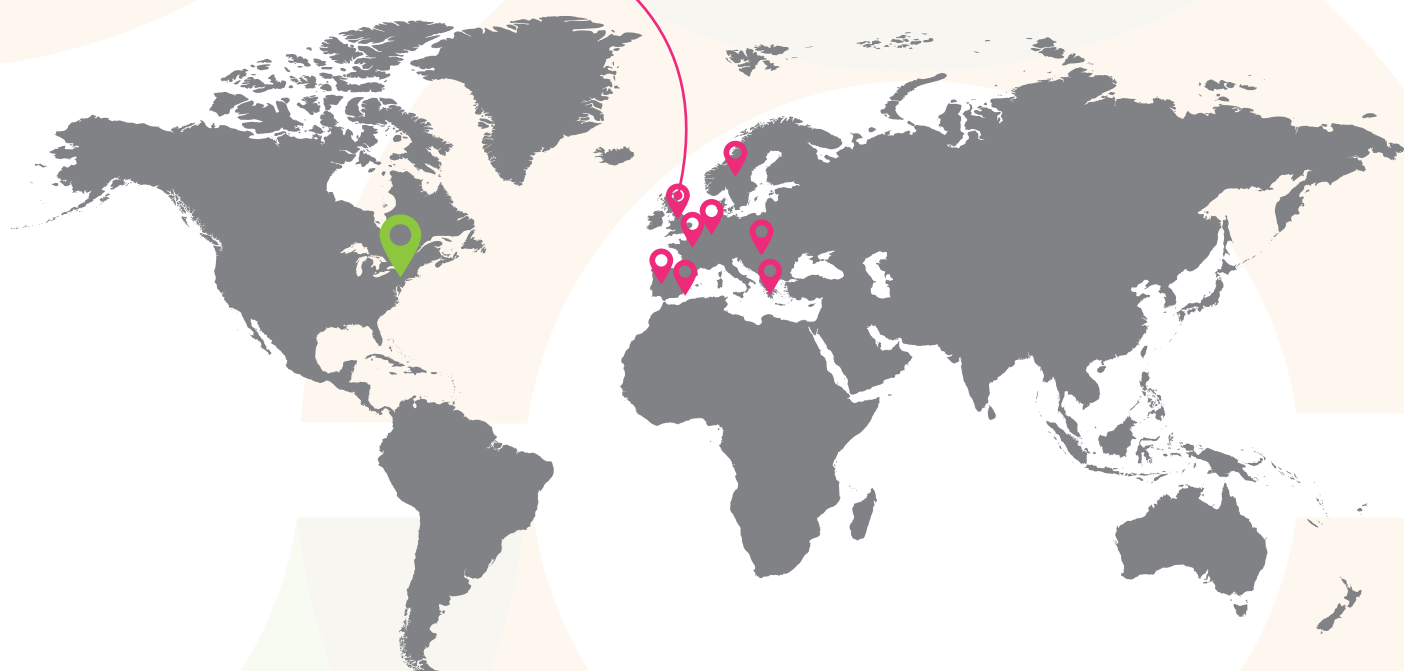
Beat much larger cities such as **Amsterdam**, **London**, **Brussels** and **Madrid**.

Worldwide Coverage

Reached an audience of over **100K ONLINE** alone and gained **WORLDWIDE PRESS COVERAGE**.

By 2020, it is expected that the word 'Comoodle' will be used in cities across the globe.

The only UK region to be placed





SUMMARY OF RESULTS

OTHER RESULTS

- Resources have increased significantly for Kirklees Council meaning they can create **NEW JOBS**, new programmes (including Comoodle) and **NEW OPPORTUNITIES** for the region as whole.
- '**COMOODLE**' instantly adopted and recognised as a verb.
- Launched 'live' during a pilot tour to over **200 PEOPLE IN ONE DAY** - engaging the local area at large.
- Positive **ECONOMIC IMPACT** including a huge additional financial stream for Kirklees Council, plus interest from other areas in the region bringing **MORE AUDIENCES** into the town.
- Kirklees Council - through the prize injection support and brand recognition - is now accessing some of the world's **MOST RENOWNED DESIGN AND INNOVATION THINKERS AND ORGANISATIONS**.
- MORALE, ENTHUSIASM** and **MOTIVATION** at an all time high in the department.



SUMMARY

We truly met Kirklees Council's objectives, helping them pave the way for social change and giving them the resources to roll out Comoodle and turn the idea into a reality. They can also begin to plan for existing assets within the region to be used more effectively, saving money and combatting the public spending cuts that are affecting local authorities across the UK.



OTHER INFLUENCING FACTORS

The brand of Comoodle and the design of the bid were cited as being a key and defining influencer in the decision-making process by Bloomberg Philanthropies.

This does not detract from what was clearly an innovative and interest-provoking concept from the council. However, the Comoodle identity turned what was a complex concept to into a clear and simple proposition that became world-class.

No other supporting material was submitted alongside the final bid.

"WE WERE SPECIFICALLY INFORMED BY THE JUDGES THAT THE COMOODLE BRAND AND THE COMMUNICATION OF THE CONCEPT PLAYED A MORE THAN SIGNIFICANT PART IN OUR SUBMISSION STANDING HEAD AND SHOULDERS ABOVE THE REST."

Duggs Carre, Comoodle Project Leader.



Passport created as an interactive invite for the pilot launch.

"THE BRAND RESONATES AND GRIPS PEOPLE IN A WAY THAT OTHER SUBMISSIONS DIDN'T. I CAN'T REMEMBER THE OTHER SUBMISSIONS' NAMES, THEY DON'T FEEL NEW OR EXCITING LIKE COMOODLE DOES."

Duggs Carre, Comoodle Project Leader.



RESEARCH RESOURCES

{1} Bloomberg Philanthropies (criteria)

<http://mayorchallenge.bloomberg.org/>

{2} Bloomberg Philanthropies (previous winners)

<http://mayorchallenge.bloomberg.org/index.cfm?objectid=7E9F3B30-1A4F-11E3-8975000C29C7CA2F>

{3} Bloomberg Philanthropies (bold ideas)

<http://mayorchallenge.bloomberg.org/index.cfm?objectid=929D9640-38FD-11E4-BC0E0050569A3ED0>

