

THE BRIEF

October 2014. It was a dark and miserable Tuesday morning – not quite Monday, but not far enough into the week to have a hangover and be able to handle it. The email came through...

“Hi, Hope you are well? We’d like to ask you to pitch on a piece of work. This time, we’re thinking about something out of this world...”

SIGH Here we go – they want their logo projected on to the moon. I read on...

“BLAH BLAH SPACE, BLAH BLAH SCIENCE EXPERIMENT WITH SCHOOLS, BLAH BLAH ASTRONAUT TIM PEAKE LAUNCH, BLAH BLAH CHELSEA FLOWER SHOW, BLAH BLAH CAMPAIGN IDENTITY/LOGO”.

We all gathered round the screen to re-read what was sent through.

EVENTUALLY – A REALLY EXCITING PITCH THAT IS ACTUALLY OUT OF THIS WORLD! WHO ISN'T INTERESTED IN SPACE AND EXPERIMENTS?

The RHS had teamed up with the UK Space Agency on a high-profile national science experiment for schools, launching (boom-tish) at the Chelsea Flower Show 2015.

The project would tie in with Tim Peake the British ESA astronaut and his first mission to the International Space Station in December.



Tim with a delicious bowl of salad



THE BRIEF

The project team would be sending 2kg of rocket seeds into space which would stay on the ISS for several months before returning to Earth. These seeds would be distributed amongst 10,000 schools in the UK, along with packs of control seeds (seeds from Earth). Seed packets would be colour coded and the schools/clubs would then be asked to grow both sets of seeds in unison to create an enormous national science experiment and log this data. Nobody would know which pack contained which seeds until the national results were released.

They wanted children of all ages across the UK to embark on a **voyage of discovery** to see what growing plants in space can teach them about life on Earth and whether we can sustain human life in space through the production of our own food. The project, named 'Rocket Science' would turn them into Space Biologists. (Think **mini-Matt Damon** in 'The Martian').

SO, WHERE DID WE COME IN?

We eventually won (yay!) the pitch to create the '**Rocket Science**' identity. A standalone logo in its own right which would appeal to children from 4 to 18 - quite a difficult and large age range.

It had to appeal to a younger audience, yet portray the meaning and purpose of the campaign overall with one quick glance.

Taking into account the project launching with its own stand at the Chelsea Flower Show, in amongst the hullabaloo of hundreds of other exhibitors, it was important for the identity to stand out from the crowd and draw the correct audience in first and foremost, followed by general visitors to the Show.

THIS WAS GOING TO BE A DIFFICULT ONE TO NAIL, BUT WE WERE REALLY LOOKING FORWARD TO THE CHALLENGE.



THE CLIENT

The RHS is a registered charity, dedicated to educating the UK on the benefits of gardening and plants on everyday life. Their main touch points are Shows, Gardens, Education and Community; allowing access to diverse plant collections, examples of innovative and attractive planting design and encourage people to become more active in the gardening world, by providing a range of talks, demonstrations and walks.

The RHS's aim is to share practical knowledge and inspire people of all ages and abilities to have an interest in plants and gardening, whilst promoting the benefits these have on the environment and communities around us.

The RHS are probably best known for producing and running the Chelsea Flower Show on an annual basis, as well as partnering with the BBC for their 'Gardener of the Year' programmes.

With a strong focus now on the education market, the RHS have been expanding their campaigns of late to reduce their usual audience from 50+, to youth and upwards.

'Campaign for School Gardening', this division of the charity, allows teachers and independent education groups to bring various RHS projects to the core of their curriculum. Providing teacher training days, full curriculum packs with teaching resources and fantastic experiments which allow the next generation to gain insight into the benefits of horticulture, enhance their skills and boost their development.

WITH THE SUPPORT OF THE RHS, SCHOOLS AND EDUCATION PROGRAMMES CAN NOW PROVIDE EXCITING AND DIFFERENT TOPICS FOR CHILDREN TO LEARN FROM.

The CFSG is a relatively new area for the RHS, and so an education in itself for all who work there. To move from a dedicated audience of garden enthusiasts at retirement age with a high disposable income, to the youth of today who may come from underprivileged backgrounds with no disposable income, is quite a different market to work with. However, with projects such as 'Rocket Science' targeting this age range, they are certainly finding the correct route to market and will inevitably change the way in which the next generation look at horticulture.



OBJECTIVES

Knowing the brand and campaign overall would be launching at the Chelsea Flower Show was an exciting yet scary prospect. It is the most famous flower show in the world, broadcast to millions, 160,000+ visitors, oh, and The Queen was going to be there.

THE QUEEN!

We were pretty sure she'd ignore all of the other stands, go directly to ours, be looking at our brand design thinking

"THIS IS THE BEST DESIGN I HAVE EVER SEEN. IF GEORGE WERE SLIGHTLY OLDER, I'D BE TELLING WILLS ALL ABOUT THIS".

And there was the answer to the question we had been asking ourselves.

"HOW ARE WE GOING TO ENGAGE WITH YOUTH AT A SHOW FULL OF OLDIES WHO ARE INTERESTED IN LILIES?"

The project may have been launching at the Chelsea Flower Show, however their overall campaign itself would have to appeal to children from all walks of life across the UK. The opposite to the audience at the show.

We took a step back (for mankind) and looked at the project.

We recommended RHS not to take the traditional Flower Show audience it attracts into consideration with regards to the design they would go for. They had to think of the project overall and the audience who they would be engaging AFTER the show was over.



The Queen after visiting the stand



OBJECTIVES

Having discussed more with the brand team, they agreed.

They decided to use the launch as an **awareness exercise**. They'd aim to get as much press and broadcast coverage of the project and engage with visitors both young and old at the show, and allow word of mouth to do the job we knew it would.

The stand itself would be based in the large indoor pavilion at the centre of the show. Most stands would be made (or filled) with flowers, however the stand for this project would resemble a space pod, surrounded by different edible plants as well as the 'Mars Rover'.

We needed to make sure the branding we created could be seen from afar and as per the brief - people would understand what the project was with one quick glance.

We worked closely with the RHS and UKSA to create the stand itself and advised them on the best ways to engage the audience through the design of the stand.

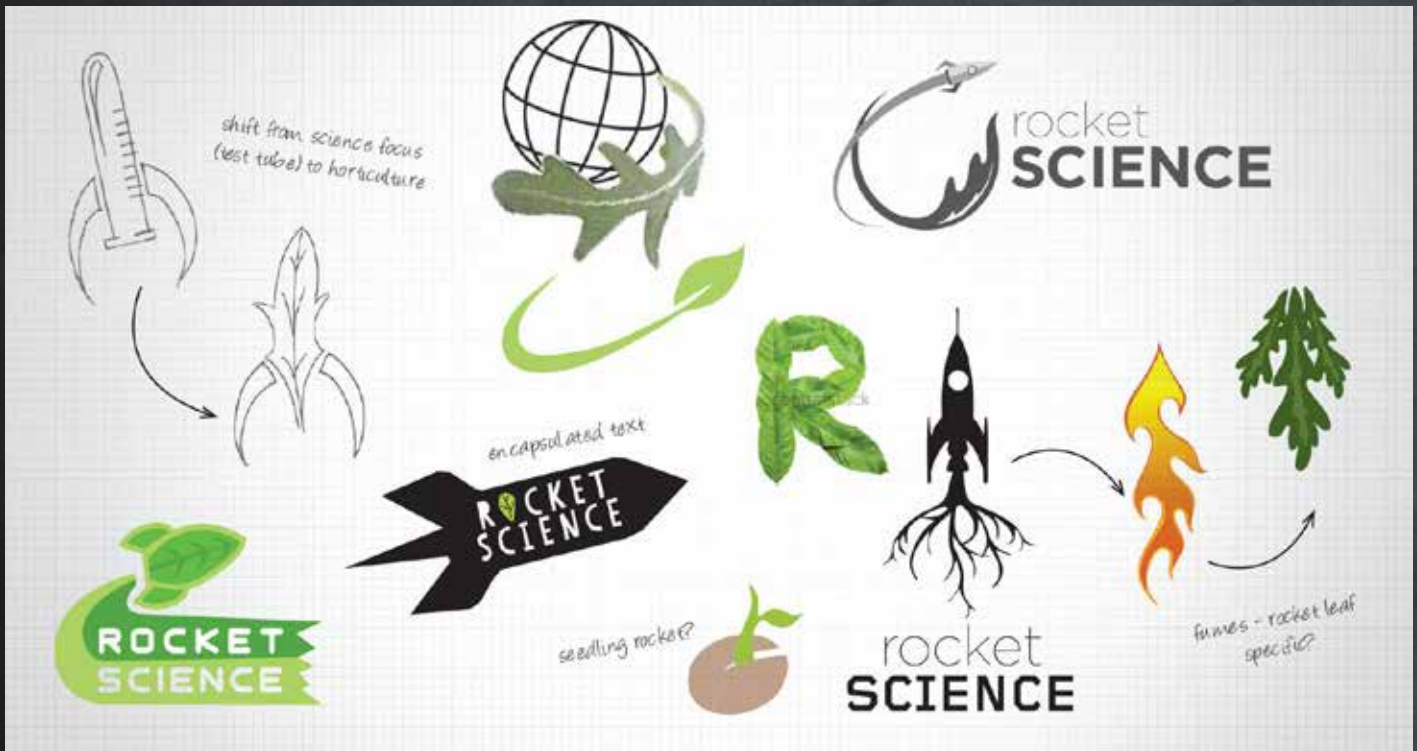
AFTER ALL, THERE ARE A LOT OF PEOPLE WANDERING AROUND, AND WE'D HAVE APPROXIMATELY 3.5 SECONDS OF PEOPLE'S VISION TO ENGAGE WITH THEM.



OUR APPROACH

We looked at a number of different designs in our mood board stage.

Font made of rocket, science equipment turning into space equipment, rocket launches, spacemen and so on...



CLIENT: **RHS**
PROJECT: **ROCKET SCIENCE**

THE LOGO

Eventually, the design we presented to the client as our recommendation was simple and dynamic. It was created in a youthful illustrative style, using a spaceship to encapsulate the project name with rocket leaves crafted to represent the flames emitted from a rocket launch. Genius.

Colourways were simple enough to be used across a various amount of advertising, and the logo as a one piece would allow for the identity to work well over a number of different materials including embroidery.

From the list of collateral the RHS would need across the campaign, we knew this design would work as a standalone piece, or alongside other imagery and joint projects.



CLIENT: RHS
PROJECT: ROCKET SCIENCE

EXECUTION



Spaceman with logo



EXECUTION



Show Stand View 1



EXECUTION



Show Stand View 2



CLIENT: **RHS**
PROJECT: **ROCKET SCIENCE**

EXECUTION



Show Stand View 3



CLIENT: **RHS**
PROJECT: **ROCKET SCIENCE**

EXECUTION



The Queen visiting the stand



EXECUTION



Hanging Banners in the Great Pavilion



EXECUTION



Direct Mail Pack

Information Leaflet

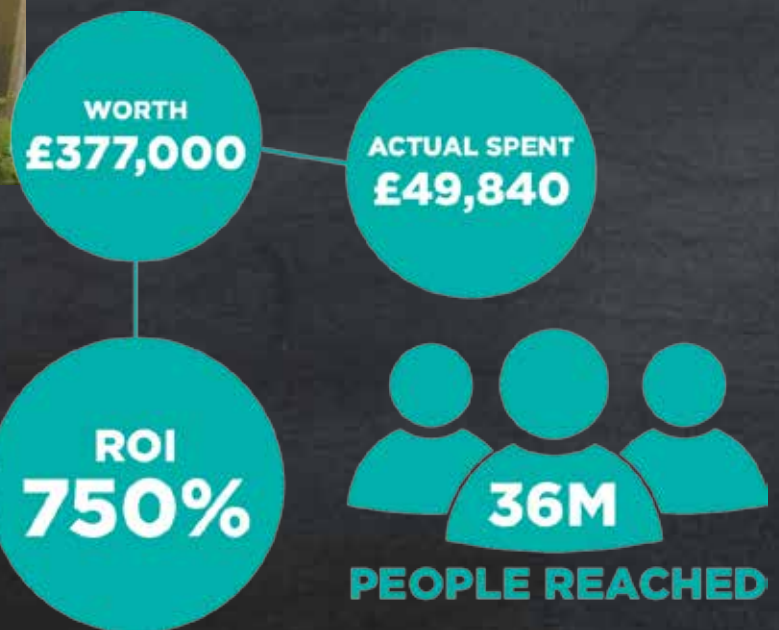


RESULTS - MEDIA

The launch of the brand at Chelsea Flower Show was a fantastic platform for this project. Not only was it one of the most visited stands over the course of the week, the news coverage it received in comparison to any other exhibitor was phenomenal.

Coverage highlights included:

- BBC Breakfast
- CBBC Newsround
- 16 Live BBC radio interviews
- Online coverage including BBC News, Daily Mail and Telegraph.



RESULTS - SOCIAL MEDIA

Over 250,000 Twitter users were reached between the commencement of the CFS on 17th May 2015 and 31st May 2015, with over 16,600 Facebook users reached during the same timescale.

Top media Tweet earned 36.9K impressions

We're up to something at **#RHSCelsea...**
Keep watching the 'space' **#RocketScience**
@spacegovuk pic.twitter.com/blQ9B9zCDN



1 10 13

Top Tweet earned 39.7K impressions

Our **#RocketScience** stand at **#RHChelsea** is almost complete! Find out more tomorrow!
pic.twitter.com/FsLTXdzMD8



2 33 36

Top Tweet earned 967 impressions

Astronaut Tim Peake has a special message for all UK schools... bit.ly/1EwQqVW
#RocketScience **@spacegovuk**
pic.twitter.com/alcErHC7b9

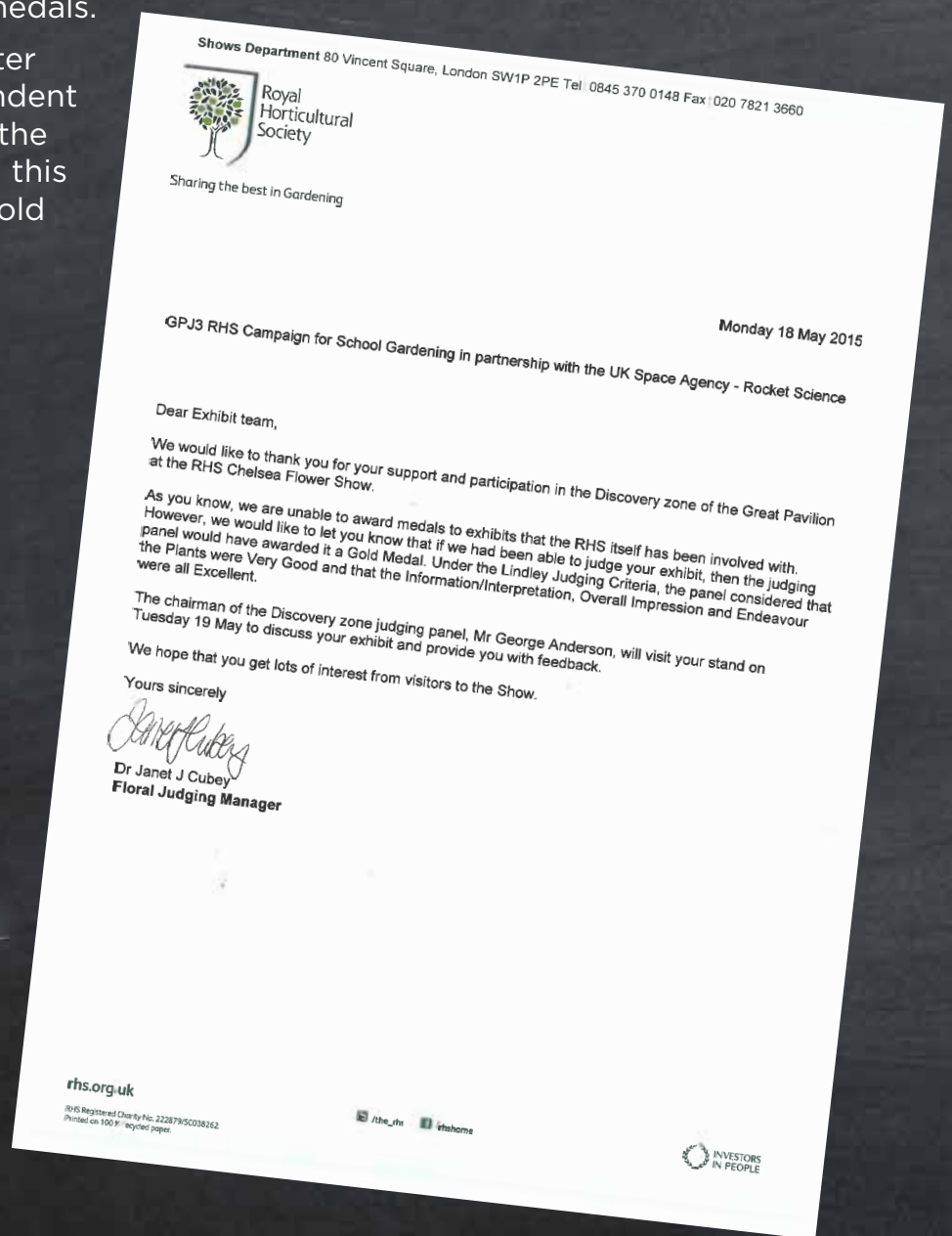


CLIENT: RHS
PROJECT: ROCKET SCIENCE

RESULTS - EXECUTION

As an internal RHS project, any RHS exhibition stands are not allowed to be awarded with any kind of medals.

However, in this instance, a letter was received from the independent awarding committee, praising the execution and stating that had this been eligible for an award, a gold rating would have been given.



CLIENT: **RHS**
PROJECT: **ROCKET SCIENCE**

CLIENT QUOTE

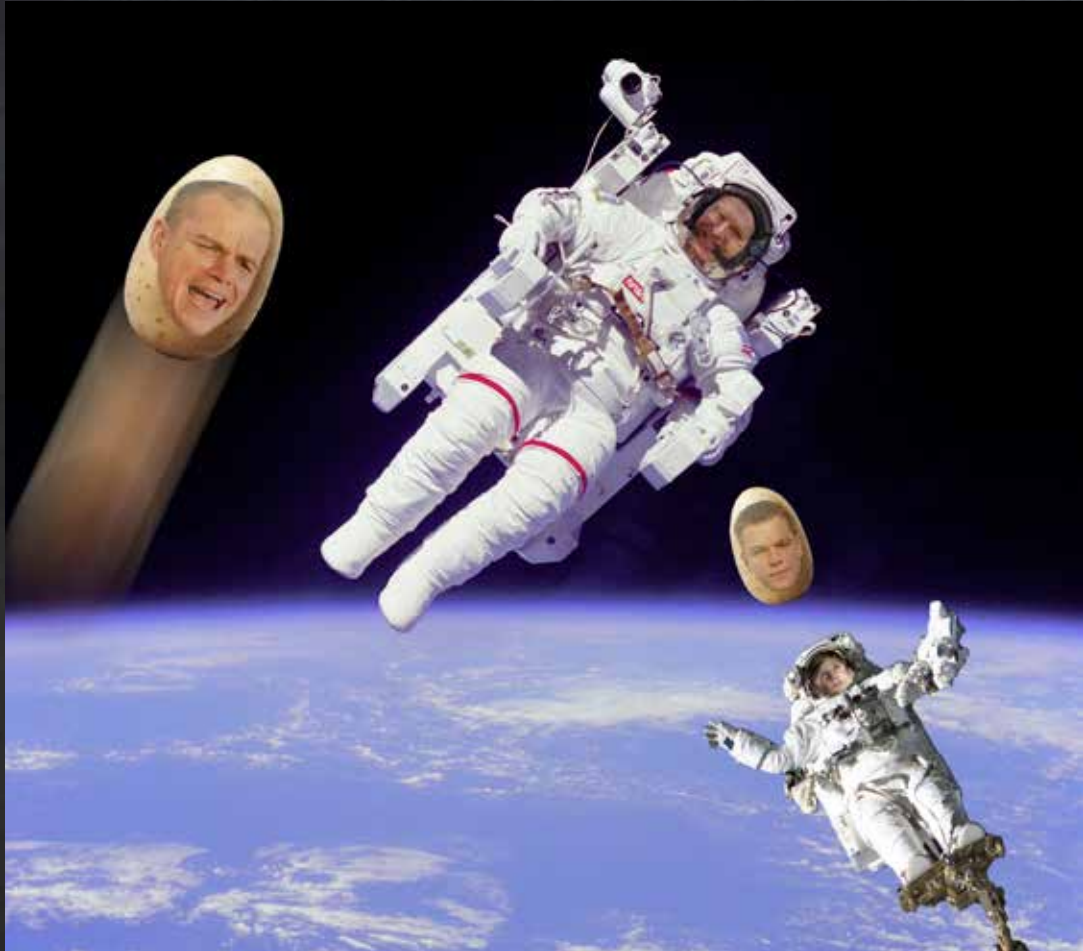
"As you can imagine turning 10,000 school children into space biologists has been the project of a lifetime for RHS and something we have been hugely excited about. We really wanted an agency to work with us on this project that shared both our excitement and our passion and who could create an identity and campaign which would appeal to children across the country. Through their creativity in design and their experiential execution, Material have really brought to life the Rocket Science campaign for us in ways we couldn't imagine"

Claire Custance
RHS Skills Development Manager



CLIENT: RHS
PROJECT: ROCKET SCIENCE

IN CONCLUSION



OVERALL, THIS WAS AND STILL CONTINUES TO BE, AN EXTREMELY SUCCESSFUL PROJECT. WITH OVER 4,000 SCHOOLS SIGNED UP TO DATE - THE PROJECT CONTINUES TO GROW. MUCH LIKE THE MATT DAMON INSPIRED POTATOES WE HOPE TO FIND IN SPACE ONE DAY.

