D&AD New Blood Awards

21GRAMS PART OF REAL CHEMISTRY

Brief set by
21GRAMS

Inspire smartphone & tablet users to break the habit that is causing myopia

Deadline
20 March 2024, 5pm GMT

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The backstory

Gen Z averages around 9 hours of screen time per day.

Constant screen time is radically changing our eyes. When our eyes spend more time focusing on near objects, like phones and screens, it makes our eyeballs elongate, which prevents the eye from bending light the way it should. Elongation increases near-sightedness, this condition is called myopia, which causes distant objects to appear blurred. If the eyeball gets really stretched, it can lead to a detached retina and loss of sight.

Myopia affects half of young adults in the US and close to 2 billion people worldwide. If things don't change, then half the world's population will have some degree of myopia by 2050.

But is it possible to flip one of the potential causes themselves into a smart solution that changes the world's trajectory, and sparks a change of behaviour with long lasting impact?

What's the challenge?

The sustained and constant use of smartphones and tablets is raising the incidence of myopia. Use the devices themselves as a tool to communicate and inspire to help solve this worsening situation.

Your job is Inspire people to change their behaviour. Is there a positive habit to be formed to manage/break this habit? To do this, you will need to create an Innovative ideas embedded in digital design, from a gaming activation through to a clever use of tech.

Who are we talking to?

Younger phone users, teenagers and students all over the world who are at risk from myopia. It's up to you if you'd like to focus on a specific region that has a unique risk, or opt for a more global approach.

Things to think about

Motivate the masses
How can your idea motivate your audience? What message will motivate them, and how do you get it into their minds and change their behaviour?

Where do they spend their time?
Where are your audiences spending their time? It's up to you to find out and use it to the best advantage, for example how can you flip a game and encourage users to put down the screen? Or is there a powerful way to engage with social media that will get people to finally stop scrolling? Don't expect them to visit a website to find out more, this brief is about connecting with your audience in the most direct way.

Understand the causes

It isn't just screen time that is causing this rise in myopia. Other lifestyle factors such as a lack of time outdoors, and focusing on close objects for an extended period through an activity like reading can have a hugely negative effect on eye health. How can your idea encourage wider changes to people's habits?

The important stuff

Whatever your response, you'll need to present:

Your solution. Clearly explain how your idea, solution or campaign aims to make people aware.

Your creative process. How you arrived at your solution and key insights from your research. You should be sure to include elements of your concept to bring it to life, e.g. through storyboards, prototypes, wireframes, illustrations or animatics.

What and how to submit

Read *Preparing your entries* before you get started for full format guidelines.

Main (essential):
Either a **presentation video** (max. 2 min) OR **JPEG slides** (max. 8), showing your solution.

Optional (judges may view this if they wish):
Interactive work (websites, apps, etc); if your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).

Further information

Alarming Average Screen Time Statistics
explodingtopics.com/blog/screen-time-stats

WHO launches first world report on vision
who.int/news/item/08-10-2019-who-launches-first-world-report-on-vision

More Than Fifty Percent of the World Population Will Be Myopic by 2050
ncbi.nlm.nih.gov/pmc/articles/PMC8759558

Smartphone use as a possible risk for myopia
pubmed.ncbi.nlm.nih.gov/32452059

Examples of great tech solutions
Scrolling Therapy

Sole Music