



Nomination for Big Bang Awards

Group No. 5, Category No. 19
Calendars

Client



Brief

To develop a calendar for 2015 reflecting UL's commitment to develop quality global safety standard solutions

Idea

‘Develop a calendar for 2015 and 2026.’

Our Approach

- Create a calendar with dates for 2015 and 2026 to showcase how much smarter and safer our world would be a decade from now
- **Focus on issues within the realm of UL's products / solutions to communicate the calendar as UL's vision for the future**

Creatives



2015/2026

THE FUTURE IS NOW

**"WHERE WOULD YOU BE,
10 YEARS FROM NOW?"**

An oft-repeated question which can regularly leave you scratching your head, because when we get down to it, predicting the future is pretty darn difficult... but that doesn't stop us from trying, does it? Ten years ago, who would have thought that our phones would be on our wrists, we'd have data-driven goggles on our eyes and that gadgets would safety-test the food we eat? Nevertheless that's how many technological leaps we made... and are making. Everyday. In our hands today, is the future and it's going to be all about what we make of it.

Here is our vision of the future; our vision of 2026.



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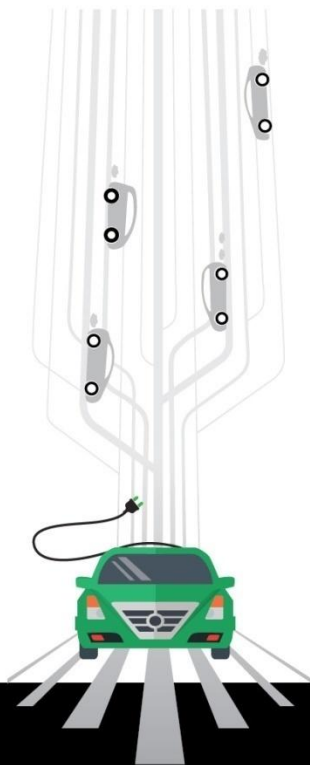
Creatives

Green with envy.

Let's face it. We all knew, way back in 2015 that the 'automobiles of tomorrow' the masses would use, will be electric. And now, the market is flooded with the sleekest, most enviable cars, which are all super-efficient and eco-friendly. If you are still using a hybrid or diesel, then you are a decade late - fossil fuels are almost out-dated. You can also buy cars with roofs doubling up as solar panels, which are capable of recharging without relying on a grid. The day isn't far when we will see cars flying!

JANUARY 2015 / 2026

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	



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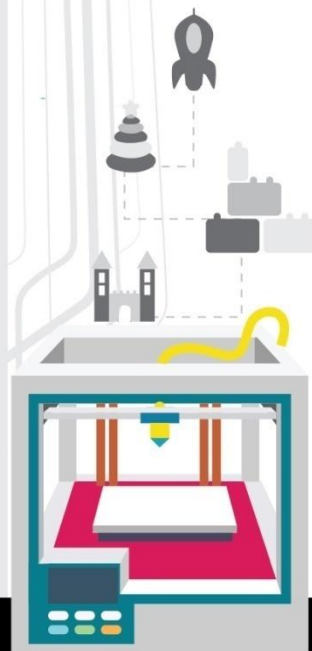
Creatives

The future toys.

No longer do we hear children making a fuss about toys they want to buy from stores - with the invention of the 3-D printer, which spin bright and shiny plastic toys for wonder-struck kids! Flexible wristwatches, MP3 players shaped like cassette tapes, and even a photo booth that can print golf-ball size multidimensional renderings that your heart desires. For grown-ups? It's like being a child in a sweetshop.

JULY 2015 / 2026

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Creatives

A place in the sun.

Slathering on sunscreen is a sight we hardly see these days. And it's hardly something to miss - no longer is there a need to look oily through the day. By reverse-engineering the way coral reefs shield themselves from the sun, the sunscreen pill is just what we needed. And the biggest plus? It's also protection for the eyes! If that isn't a wonder pill, then what is?

OCTOBER 2015 / 2026

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Creatives

Green with envy.

UL's been a force to be reckoned with in 2015. The "Green with Envy" award is the most prestigious award in the industry. It's a testament to our commitment to innovation, our dedication to our customers, and our focus on sustainability. We're proud to be recognized as a leader in our field, and we're committed to continuing our efforts to make a positive impact on the world.

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Result

The calendar was appreciated by the client and shared with heads of several large companies across India

Big Bang Awards Nomination

Entry submitted by:



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