Project Overview

At Organic Goods, you will be asked to design unique and innovative approaches to communicating with modern audiences about some of the world's most pressing social issues. Our clients range from government departments looking to improve their national image to some of the world's most recognisable and profitable brands and corporations. As a Junior Creative and part of the guerrilla squad you will need to show that you are intelligence, agile, a risk-taker, and innovative: This starts with rethinking what society considers "acceptable" in the bounds of public communication. For these reasons, we accept submissions for the design brief in just about any format imaginable: memes, long-form videos, short clips, social media posts, 3D/immersive elements, games, as well as more traditional writing and design styles. Feel free to let us know if your submission doesn't fit the "classic" mould, and go wild!

Brief Outline

> Hey! I'm a marketing team lead working with Fight.AI, a revolutionary company looking to showcase the ability for humans to maintain parity with top-of-the-line AI models. Our goal is to show that people are still employable for jobs that involve writing and design, even in 2026

> We want to produce a new ad campaign showcasing writers crushing GPTs and llamas by taking our tests to prove themselves full members of society. Themes are positive productivity, hustling to beat lazy AI-reliant firms and workers, and our commitment to uplifting diverse groups

Submission Details

Hit up our socials at @*OrganicGoodsApplications* by 14th November, 2026. We'll contact you by January if we think you're a good fit. Content that violates our Social Media policy will be disqualified automatically. You will be judged on the following criteria:

- Effectiveness/clarity
- Viral/organic spread potential
- Commitment to theme
- Production quality
- Cost (social/monetary)

The contents of this brief are strictly confidential and not to be publicly distributed.