

The logo for Bed Bath & Beyond, featuring the words "BED BATH &" in a tall, thin, black sans-serif font, followed by "&" in a similar font, and "BEYOND" in a much larger, bold, black sans-serif font. A registered trademark symbol (®) is located to the upper right of the "D" in "BEYOND".

**BED BATH &
BEYOND®**

Task

Build a “Back to College 2022” campaign for Bed Bath & Beyond - a strong player in the home furnishings industry, especially for student lifestyles.

Challenge

Due to the ongoing pandemic, it is uncertain what college looks like this year - will it be from home, on campus, or some other temporary living situation?

Bed Bath & Beyond - Strategy

Insight

Empowering students to shape their environment will help them take control of their lives and achieve their dreams.

Proposition

Where you sleep is where you dream.

Creative Solution

Turn your college pad into a launch pad for your dreams.



Bed Bath & Beyond - Creative Brief

Get	college students getting ready for the upcoming school year
Who	are facing uncertain living situations due to the ongoing pandemic
To	choose BB&B as their one stop solution for all their college shopping needs
By	showing them that no matter what their living situation might be this year, BB&B has everything they need to turn their college pad into a launchpad for their dreams