



UK Young Lions Competitions 2019

Dear UK Young Lions Competition Participants,

As UK Representative for Cannes Lions, we are looking to find the very best young creative talent to join our Team GB to compete on behalf of the UK in June against other advertising professionals from around the world.

Together with our partners Channel 4, Clear Channel, the Department of International Trade, Framestore, London & Partners, M&C Saatchi and Newsworks, we will be flying the 12 winners of the UK competitions to Cannes to take part in the Global Young Lions competitions.

We are excited to be setting a competition brief provided by the timeTo steering committee. The timeTo initiative was created to address the problem of sexual harassment in the advertising and marketing industry and has already achieved incredible success and gained widespread recognition for its work.

This document provides all the information you will need to complete your competition entries. You will find instructions for all deliverables within this document.

All competition entries are due no later than 23:59 (GMT) on Monday, March 25, 2019.

We wish you the very best of luck with your entries!

Best regards,

The Advertising Association

Thank you to our partners:





Background Information:

On March 12th 2018, the Advertising Association, NABS and WACL launched a new initiative – timeTo – to address the problem of sexual harassment in the advertising and marketing industry.

timeTo was created to build on the global #MeToo and #TimesUp movements, but with a recognition that all parts of the advertising industry are affected - agencies, marketers and media owners and all ages, sexualities and genders and that, by taking action together, the industry would be better placed to make positive change to stamp out sexual harassment.

The three organisations recognised that they would not see the change they wanted until they understood the extent of sexual harassment within the industry and the views of people who both had and hadn't been affected by sexual harassment.

This led to an industry-wide survey, carried out by advertising think tank, Credos, between March and April 2018, of 3,580 people working in the UK advertising and marketing communications industry, designed to uncover the issues.

Of those surveyed, 26% had been sexually harassed while working in the advertising and marketing industry – 34% of female respondents and 9% of male respondents. The great majority (72%) of those who had been sexually harassed had been harassed more than once, and of them, 25% had been harassed 6 times or more.

The survey also revealed that sexual harassment is far from being a thing of a past – some 20% of female respondents aged 18-24 had already been sexually harassed in the few years they'd spent working in the industry.

The findings were presented back as a Report, which informed the development of a new Code of Conduct which was launched in June 2018.

The Code offers advice to individuals who have been affected directly or indirectly by sexual harassment, while also offering advice to businesses to make change. It has been used to encourage further companies to sign up and endorse the timeTo initiative.

On October 31, 2018 timeTo launched a new advertising campaign "Where do you draw the line?"

The multi-platform advertising campaign, with creative developed by Lucky Generals, appeared across a range of media including print, out of home, social media, a range of advertising and marketing websites, cinema and via ECRM.

Powerful examples, featuring increasingly uncomfortable situations based on real life experiences of people working in the UK advertising and marketing industries were designed to encourage people to think about where the line exists between normal conversation and interaction, and something potentially more sinister.

Three 60 second films ran online while out-of-home campaign ads were run in highly targeted industry-adjacent locations.

This advertising campaign was all about raising awareness for timeTo, the new Code of Conduct and the importance of companies signing up. The initiative is determined to unite the entire UK industry in a bid to stamp out sexual harassment by establishing acceptable standards of behaviour and offering guidance to colleagues.

The timeTo campaign has received unprecedented support from across the media industry. Leaders from publishers and event organisers including Advertising Week Europe, Campaign, Digiday, The Drum, Little Black Book, Marketing Week and Mediatel Newslite have come together to support timeTo.

As of March 2019, over 180 companies from the UK advertising and marketing services sector have signed up as supporters of timeTo.

The Competition Brief for UK Young Lions 2019:

The objectives for the next stage of the timeTo campaign are as follows:

1. To find new ways to encourage more companies to sign up to the Code of Conduct – we want to hit a target of 250 by Autumn 2019 - and then once a company has signed up, to show how it has embedded or plans to embed the Code into its organisation (as it is not enough to merely sign up as a token gesture)
2. To call on the existing companies who have signed up to the Code to demonstrate how they are actively implementing the code in their organisations or how they plan to – to create super-endorsers and to showcase this brilliant work
3. To fully empower the victims of harassment and educate them on where and how they can get support (this is fully explained in the Code of Conduct)
4. To encourage a culture where sexual harassment of any kind simply is not acceptable and, by doing so, support witnesses or bystanders to call it out as such without fear of reprisal

Choose one or more of the above objectives to create a compelling case that will move the campaign forwards.

Our Target Audiences

There are two distinct audiences for the Campaign:

1. Decision makers in the advertising and marketing industry
 - Those who can enact change
 - This may include employers, senior leaders, HR
2. The advertising and marketing industry workforce - this can be divided between:
 - Those who have been harassed or witness to harassment, so have personal experience to draw upon
 - Their friends / colleagues
 - Stakeholders and supporters of the cause
 - Those ignorant to the extent of harassment, or where the lines are, (this may even include potential perpetrators)

Our Key Messaging

timeTo is a forward-looking, action-orientated campaign.

The term timeTo can be seen as the beginning of a statement:

- timeTo come together
- timeTo change things for the better
- timeTo put an end to sexual harassment

Our Tone of Voice

- Positive
- Aspiring
- Action-orientated
- Authoritative

Resources you can access:

<http://timeto.org.uk/>

Contains the full background of the initiative and the companies involved, the report findings, the code of conduct, the full list of companies endorsing the code, the campaign films and further FAQs and information.

The timeTo logo and assets for *Where do you draw the line?* Can be accessed here:

[**https://bit.ly/2HDJ9At**](https://bit.ly/2HDJ9At)

Previous Cannes Young Lions briefs and entries can be accessed here:

[**https://canneslions.box.com/s/rwzilj37blow43mdsgw9kaahsvlpv607**](https://canneslions.box.com/s/rwzilj37blow43mdsgw9kaahsvlpv607)

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We're excited to partner with the best young creatives in the industry and offer our resources and premium selection of imagery to inspire and execute your winning campaigns.

Visit [**http://engage.gettyimages.com/cannesyl2019-gb**](http://engage.gettyimages.com/cannesyl2019-gb) to set up your free account.

The Competition Briefs

For all briefs: You will be able to upload your entry (or provide the url to view your entry, for the film category) after you have registered your team. Please read below for full details of the deliverables for each category.

Entries must not contain any individual's names or third party branding.

DESIGN

To be eligible to compete in the Design competition the team must be made up of two young professionals aged between 18 and 30 on 22 June 2019, working in creative communications / advertising / digital agencies.

THE BRIEF

Create a compelling visual identity for one or more of the objectives for the next stage of the timeTo campaign.

DELIVERABLES

- A brand identity and a tagline – must be adaptable for use in a variety of applications and cultural contexts and scalable from billboards to mobile devices and extendable across digital, social media and printed collateral
- 150 word description of how this brand identity fits the brief
- 150 word description of how the brand identity would evolve.

Note: The timeTo steering committee is not looking to alter its existing logo.

The brand identity and tagline should be submitted as a pdf document.

The written submission should be no more than 300 words (150 per section) and the final file must be submitted as **one pdf document** that is no longer than five (5) pages in length.

The entire entry should not exceed a file size of 50MB.

The Design jury will award points according to the following criteria:

- 25% The creative idea
- 25% Strategy (including insight)
- 25% Relevancy to brief
- 25% Execution

DIGITAL

To be eligible to compete in the Digital competition the team must be made up of two young professionals aged between 18 and 30 on 22 June 2019, working in creative communications / advertising / digital agencies.

THE BRIEF

Create an integrated digital-led campaign that will build awareness for one or more of the objectives for the next stage of the timeTo campaign

DELIVERABLES

- A presentation page including: examples of 3 digital components. These components could utilize social media platforms, but also any other digital-led execution.
- An image summarizing the campaign
- A four-part written submission (150 words per section).
 1. Campaign Summary
 2. Creative Insight — How can creativity help answer the brief using social media platforms and technology?
 3. Solution — the platforms, technology and tools used and why?
 4. How does it work? How will the digital solution help answer the brief and move the campaign objective/s forwards?

Each digital component must be 1920 x 1080 at 72 dpi. No flash or video elements should be submitted in this competition.

The written submission should be no more than 600 words (150 per section) and the final file must be submitted as **one pdf document** that is no longer than five (5) pages in length.

The entire entry should not exceed a file size of 50MB.

Examples of deliverables:



The Digital Jury will award points according to the following criteria:

- 25% Presentation/Craft
- 25% Social Media Concept
- 25% Creative Execution
- 25% Perceived Effectiveness

FILM

To be eligible to compete in the Film competition the team must be made up of two young professionals aged between 18 and 30 on 22 June 2019, working in creative communications / advertising / digital agencies.

THE BRIEF

Create a 60 second film that will build awareness for one or more of the objectives for the next stage of the timeTo campaign.

DELIVERABLES

Film and edit a 60 second film and upload it to a site of your choice and provide the url (and password if required) where shown on the entry page.

Filming may be carried out using a camera of your choice. The following editing software is permitted: Apple Final Cut Pro, Apple iMovie, Adobe Premiere or After Effects.

The Film Jury will award points according to the following criteria:

- 25% Originality
- 25% Overall Concept and Message
- 25% Creative Execution
- 25% Perceived Effectiveness

MARKETERS

To be eligible to compete in the Marketers competition the team must be made up of two young professionals aged between 18 and 30 on 22 June 2019, working for client companies that engage the services of advertising and communications companies (i.e. Intel, Coca-Cola etc.). Advertising agencies may not compete in the Marketers competition.

THE BRIEF

Choose one (or more) of the objectives and develop a marketing campaign that will help timeTo achieve its goals of eradicating sexual harassment from the workplace of the UK advertising industry. The campaign should find the most powerful way of engaging with UK advertising and marketing services professionals to ultimately make the work of timeTo no longer necessary.

DELIVERABLES

A PowerPoint presentation of no more than 10 slides to include:

- Summary slide– that visually represents the campaign you are creating
- The Marketing Campaign Insight – what is the lead insight your campaign will capitalise upon and why?
- The Marketing Campaign Idea & Activation – what is the central idea of the campaign and how will you most powerfully deliver that idea?
- The Marketing Campaign Measurement & Target Impact – how will you track and measure success? What impact do you believe the campaign will have?

This should be accompanied by a written submission (maximum 600 words) to elaborate on your slides. This may include, as you see fit: campaign timeline / campaign examples / references / campaign budget

The final submission must be uploaded as two documents – **the presentation deck as a pdf document and the written submission and any accompanying materials as a pdf document**. The entire entry should not exceed a file size of 50MB.

The Marketers Jury will award points according to the following criteria:

- 25% Strategy and insight
- 25% Overall concept and message
- 25% Relevancy to brief
- 25% Perceived effectiveness

MEDIA

To be eligible to compete in the Media competition the team must be made up of two young professionals aged between 18 and 30 on 22 June 2019, working for media agencies or specific in-house media departments in agencies. In-house media departments of client companies are not allowed to take part in this competition.

THE BRIEF

Create a £100k strategic media plan that builds awareness for one or more of the objectives for the next stage of the timeTo campaign, engages the target audiences (see introduction page) and creates positive action.

The KPI objective is to hit a target of 250 companies who have signed up for the timeTo Code of Conduct by Autumn 2019.

Your plan should be focused in July – October 2019. Your media plan should combine innovative media selection with creative uses of the media. Concentrate on why you have selected each media type and how they are intended to be used in a creative and impactful manner. The strategic idea must be demonstrated clearly across the selected media channels. If appropriate, feel free to include PR, Promotion, etc.

DELIVERABLES

Teams should prepare their submissions in the form of a maximum 10 slide presentation. Optional – you may include a maximum 600 word written submission in pdf format to accompany the presentation.

The jury will seek to celebrate media efforts that engages the target audience in ways that are simultaneously innovative, engaging, encompassing and effective. Ideas should be kept simple and direct. Costs for the media selected must be realistic, but detailed cost explanations are not required.

The Media Competition does not require teams to become immersed in providing tactical media or numerical explanations. Ensure your presentation demonstrates that you have a clear understanding of timeTo.

QUESTIONS TO ANSWER IN YOUR PRESENTATION

- What is the challenge, and what is your insight?
- How does your strategy address both of these?
- How does your plan deliver your strategy? What is your big idea?
- What are your planned KPIs?
- How would you monitor and optimise against KPIs?
- What makes your plan unique and brilliant?
- ...And why will it work?

The final submission must be uploaded as two documents – **the presentation deck as a pdf document and the optional written submission as a pdf document**. The entire entry should not exceed a file size of 50MB.

The Media Jury will award points according to the following criteria:

- 25% Innovative Media Strategy
- 25% Media Target Insight
- 25% Creative Media Execution
- 25% Perceived Effectiveness

PRINT

To be eligible to compete in the Print competition the team must be made up of two young professionals aged between 18 and 30 on 22 June 2019, working in creative communications / advertising / digital agencies.

THE BRIEF

Create a print advertisement that will build awareness for one or more of the objectives for the next stage of the timeTo campaign.

DELIVERABLES

Create a single print advertisement accompanied by a 150 word written submission.

The ad can be in full colour or black and white.

The entry must be uploaded as one or two pdf documents

The entire entry should not exceed a file size of 50MB.

The Print Jury will award points according to the following criteria:

- 25% Originality
- 25% Overall Concept and Message
- 25% Creative Execution
- 25% Perceived Effectiveness