



## UK Young Lions Competitions 2022

**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 at the Global Young Lions competitions against other advertising professionals from around the world.

We are excited to be setting an in-house brief from one of the Advertising Association's major workstreams. This document provides all the information you will need to complete your competition entry. You will find instructions for all deliverables within this document.

**All competition entries are due no later than midnight (GMT) on Monday, March 21, 2022.**

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

Best regards,

**Advertising Association**

**Thank you to our partners:**

**ADVERTISING  
ASSOCIATION**



 **Clear Channel**

 **FRAMESTORE**



## Background Information

### Advertising Association

The Advertising Association promotes the role and rights of responsible advertising and its value to people, society, businesses and the economy. Responsible businesses understand that there is little point in an advertisement that people cannot trust. That's why, over 50 years ago, the Advertising Association led UK advertising towards a system of independent self-regulation which has since been adopted around the world. There are nearly thirty UK trade associations representing advertising, media and marketing. Through the Advertising Association they come together with a single-voice when speaking to policy-makers and influencers.

More information: <https://adassoc.org.uk/>

### The All In Campaign



The All In Campaign is a collaboration between the Advertising Association, IPA and ISBA to improve representation and inclusion in the UK advertising industry, with the aim of creating a workplace where everyone feels they belong.

The campaign was developed in 2021 by the AA's Inclusion Working Group, chaired by Kathryn Jacob OBE, CEO of Pearl & Dean. The campaign has been designed to demonstrate evidence, action and support for those working in UK advertising.

As an industry, we recognise the need to nurture the talent in our workforce, as well as promote it more widely as a career option for talent from all backgrounds. Advertising should authentically reflect the diverse society we serve, not just in the people and cultures that feature in advertising, but also those who make, buy and sell it.

However, All In needed to be more than simply an initiative or a campaign. To make real progress, we first needed to gather actual data on the levels of inclusion in our industry so we had a benchmark to measure individual businesses against. As Kathryn Jacob OBE, CEO of Pearl & Dean and Chair of the Inclusion Group said, 'we can't go anywhere until we know where we are'.

This is why we launched UK advertising's first ever industry-wide survey – the All In Census – on March 10, 2021. Hundreds of UK agencies, brands, media owners and tech platforms asked their staff to take part in the fully confidential and aggregated survey which was managed independently by Kantar. Many organisations gave their employees a 30-minute window to complete it on the day

creating a shared moment for which many were grateful because as at the time, most were working from home due to the pandemic.

More than 16,000 industry professionals up and down the country took the survey on 'Census day' and shared their own protected characteristics and experiences in the workplace, making the Census one of our greatest achievements to date.

This was the largest survey response ever recorded across our industry and marked a high-point of collaboration to improve inclusion for all. It even became the blueprint for a global version run by the World Federation of Advertisers in 27 countries last summer and more recently, in Australia.

We will repeat the All In Census in March 2023, and then every two years thereafter, to measure the progress we have made in creating a more inclusive workplace. The results of the All In Census not only showed us how the industry identified, but also how people felt working within it.

The survey results provided essential data that shaped the most important part of the campaign – the All In Action Plan. Understanding the extent of any problem is a vital starting point to drive change and the results both evidenced what we knew and shone a spotlight on things we did not. With a wealth of data and invaluable contribution from industry experts including those with lived experiences, we have developed the All In Action Plan which we will continue to evolve in order to keep driving change.

On June 10 '21 we hosted the All In Summit where we revealed the results of the Census and the first phase of the All In Action Plan. We then announced a further 3 actions in January '22 at our RENEW conference with another 3 actions to be revealed in June '22.

The Actions are deliberately simple with clear direction and the hope is that if the industry collaborates to tackle a few things at a time, we can make significant progress by the time we repeat the Census in 2023.

Alongside the Plan we have put together the All In Directory which is a showcase of over 100 best practice and resources and sits within our All In Hub. We have also launched our All In Champions accreditation scheme which will award those who have provided evidence that they have adopted each of the 6 actions.

You can read more about the All In Campaign including the Action plan, download the report and watch the All In Summit via the All In Hub [here](#).

You can watch the session from our January event, RENEW where the second set of actions were revealed [here](#).

## **The Client Brief**

We will be repeating the All In Census in March 2023 to benchmark our progress and need to create an engaging and simple campaign driving awareness (and ultimately action) to ensure as many people as possible complete the survey.

**Our overall objective of this campaign is to galvanise the entire industry to take part, (including those who completed the survey in 2021 to take part again) ideally in even greater numbers than the 16,000 who completed the survey in 2021.**

We will announce the date of the second All In Census at the end of January 2023 at our annual summit and also via a press release. We will ask our members and the wider industry to sign up to take part in the Census via the All In Hub. They will then be able to download a pack of assets to use on their social channels etc. We would like momentum to continue throughout February and March building up to the day of the Census.

The survey will go live for one day only on 8 March 2023 (on the All In Hub). It will not be essential to have pre-registered to take part in the survey, but we would like as many people as possible to pre-register so they can use the social assets and we can keep in touch with them building up to the day.

The survey will take around 20-30 minutes to complete. In 2021 we suggested that some companies may wish to give their staff a 30 minute window to complete it. We would be open to considering a 'stop the clock' moment again for the industry to all complete the survey at the same time. Importantly it is crucial to get people from all levels from a wide range of organisations to take part to ensure our data sample is as representative as possible.

### **What we are looking for:**

**You have the option to either devise a follow-on campaign utilising the same look and feel with new messaging or to create a new brand identity.**

The winning work may become part of a real campaign that will be run by the Advertising Association.

### **Our Target Audience:**

- All those employed in the UK advertising industry (i.e agencies, media buyers, marketers, tech platforms). It is important to note that some people will be taking the survey for a second time.

### **Suggested Messaging (can be via a number of assets):**

- Be part of a nationwide drive to create a more inclusive workplace for all
- The survey is anonymous and is your chance to have a say on vital issues which matter to you
- Repeating the survey will benchmark the progress we have made over the past two years and show where we still need to do more
- If you didn't take part in 2021, make sure you do now
- You can use statistics from the 2021 report/All In Hub if you wish
- Our call to action is for people to fill in the Census on **8 March 2023** on the All In Hub

### **Our Tone of Voice:**

- Positive
- Inspiring
- Action-orientated

Background information on the 2021 Marketing Campaign:

- When we developed the marketing campaign for the All In Census in 2021, we had very little budget, so created a set of simple but striking social assets around a central motif. We sent these to our members to share on their social channels in the 6-8 weeks building up to the day of the survey. We then shared another set of assets when they had completed the Census to help create a lots of noise on the day and to encourage those who had not yet taken part, to get involved.
- On our own social channels we posted a series of posts counting down to the day of the Census and received wide-ranging support from the trade press.
- We also undertook a great deal of personalised member comms and outreach to the wider industry to ensure as many people as possible completed the survey.

Resources you can access:

We have created a folder on Google Drive that you can access [here](#)

This contains:

- **2021 All In creative assets** – you may use these in your work if you wish
- **All In summary deck and report**
- **Advertising Association’s logos, fonts and brand guidelines.** These are included for reference. You are not obliged to use these in your work.
- **Previous UK Young Lions briefs and winning work**

Previous Cannes Young Lions briefs and entries from the Global Competitions can be accessed [here](#)

## Specific Competition Briefs

### 1. MARKETERS

To be eligible to compete in the Marketers competition the team must be made up of two young professionals, 31 years or younger (born on or after 24 June 1990) working for Client companies that engage the services of advertising and communications companies (i.e. Unilever, Coca-Cola etc.) Advertising /media agencies may not compete in the Marketers competition.

#### THE BRIEF

Develop a marketing campaign that will encourage the entire UK advertising industry to take part in the All In Census 2023.

The campaign should find the most powerful way of engaging with the target audience/s to deliver positive results.

No budget has been specified for the brief, but you may suggest one if you wish.

#### 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 150 words for each slide) to elaborate on your presentation. This may include, as you see fit: Campaign Timeline / Campaign Examples / References / Campaign Budget

The final submission must be uploaded as two pdf documents – the presentation deck and written submission.

#### The Marketer's 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

## 2. DIGITAL

To be eligible to compete in the Digital competition the team must be made up of two young professionals, 31 years or younger (born on or after 24 June 1990), working in creative communications / advertising / digital agencies.

### THE BRIEF

Create an integrated digital-led campaign that will build awareness for the overall objective.

No budget has been specified for the brief, but you may suggest one if you wish.

### DELIVERABLES

- A presentation page including: examples of 3 digital components (in JPEG format, one JPEG for each component). These components could utilize social media platforms, but also any other digital-led execution.
- An image summarizing the campaign (in JPEG format).
- 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?

Suggested sizes for each digital component are: 1920 x 1080 at 72 dpi. You may submit different sizes if you wish. No flash or video elements are permitted.

The written submission should be no more than 600 words (150 per section) and the final file must be submitted as one pdf document.

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

**Examples of deliverables:**

**airbnb baby**  
The tiniest Airbnb listing for the tiniest guest

**CAMPAIGN SUMMARY**  
1 in 9 babies are born prematurely each year. For those born prematurely, lack of access to proper medical equipment can mean the difference between life and death. Brave Beginnings will partner with Airbnb to give people a new way to help fund the equipment needed for this fragile population.

**CREATIVE INSIGHT**  
100 million people use Airbnb to find and book places to stay. The average stay of a premature baby in the Neonatal Intensive Care Unit (NICU) is 2 weeks. We're going to give Airbnb users the ability to use the booking platform to fund a premature baby's stay.

**SOLUTION**  
We'll create a profile for a Gravelle Crimmond, a special musician that parents babies born on Airbnb. Then we'll use social media to follow and share a real parent's journey from the moment they arrive in the NICU to the time to go home.

**HOW IT WORKS**  
Every booking made will help Brave Beginnings provide hospitals with the life-saving equipment they need to accommodate premature babies in the critical first weeks of their lives. At 20% of Airbnb's 715,000 unique daily visitors book even one hour stay in the Crimmond, we'll raise \$5 million over a month long campaign period - enough to fund 131 Crimmonds.

Start Your Adventure  
Brave Beginnings and Airbnb. All about the baby.

Brave Beginnings  
Helping Precious Beginnings

The image shows three smartphone screens displaying the Airbnb Baby app interface. The first screen shows a listing for 'Cozy Womb-like Abode' with a 'Book' button. The second screen shows a 'LIVE' video feed of a baby. The third screen shows a social media-style feed with posts from 'Brave Beginnings' and 'Gravelle Crimmond'.

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

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

### **3. DESIGN**

To be eligible to compete in the Design competition the team must be made up of two young professionals, 31 years or younger (born on or after 24 June 1990), working in creative communications / advertising / digital agencies.

#### **THE BRIEF**

Create a compelling visual identity for the overall objective.

No budget has been specified for the brief, but you may suggest one if you wish.

#### **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
- Max. 250 word description of how this brand identity fits the brief
- Max. 250 word description of how the brand identity would evolve.

Please refer to “Resources you can access” on page 5.

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

The written submission should be no more than 500 words and the final file must be submitted as one pdf document.

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

## **4. FILM**

To be eligible to compete in the Film competition the team must be made up of two young professionals, 31 years or younger (born on or after 24 June 1990), working in creative communications / advertising / digital agencies.

### **THE BRIEF**

Create a 60 second film that will build awareness for the overall objective.

No budget has been specified for the brief, but you may suggest one if you wish.

### **DELIVERABLES**

- Film and edit a maximum 60 second film and upload it to a site of your choice and provide the url (and password if required) when submitting your entry.
- Provide a max. 300 word accompanying explanation to support the film

Filming may be carried out using a camera of your choice. The written submission should be uploaded as a pdf.

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

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

## **5. PRINT**

To be eligible to compete in the Print competition the team must be made up of two young professionals, 31 years or younger (born on or after 24 June 1990), working in creative communications / advertising / digital agencies.

### **THE BRIEF**

Create a print advertisement that will build awareness for the overall objective.

No budget has been specified for the brief, but you may suggest one if you wish.

### **DELIVERABLES**

Create a single print advertisement (A4 or A3) accompanied by a (max) 300 word written submission.

The ad can be in full colour or black and white. The ad and written submission must be uploaded as 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

## 6. MEDIA

To be eligible to compete in the Media competition the team must be made up of two young professionals, 31 years or younger (born on or after 24 June 1990), working for media agencies, in-house media departments in agencies, media owners or freelancers. **In-house media departments of advertisers i.e. those that engage the services of advertising and communications companies such as Unilever, Coca-Cola etc. may not compete in the Media competition.**

### THE BRIEF

Create a £100k strategic media plan that builds awareness for the overall objective that engages the target audience/s and creates positive action.

Your plan should be focused between the months of January – March 2023. 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 PowerPoint presentation. This should be accompanied by a written submission (maximum 150 words for each slide) to act as a voiceover for your deck.

The jury will seek to celebrate media efforts that engages the target audience/s 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 the brief.

### 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 pdf documents – the presentation deck and the written submission.

**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

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