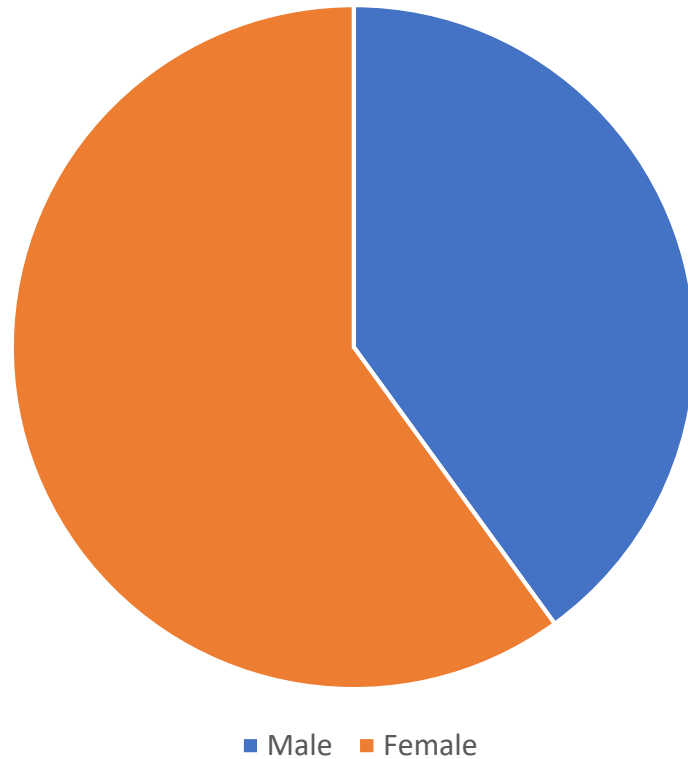


# UK Young Lions Competition 2019



Male/Female Entries



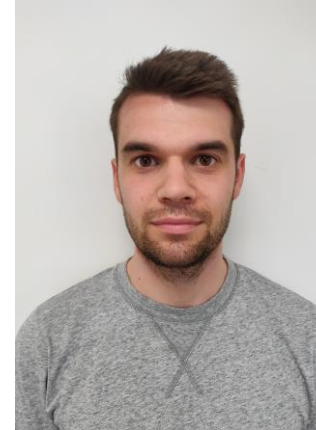
- 6 competitions were run - Digital, Design, Marketers, Media, Film and Print
- 188 teams entered from 75 different companies
- 183 judges were recruited from 82 companies
- The [competition brief](#) was supplied by #timeTo

# Film Winners



Nick Archer and Matt Nicolas won the Film Competition from Sky Creative Agency.

[View the work](#)



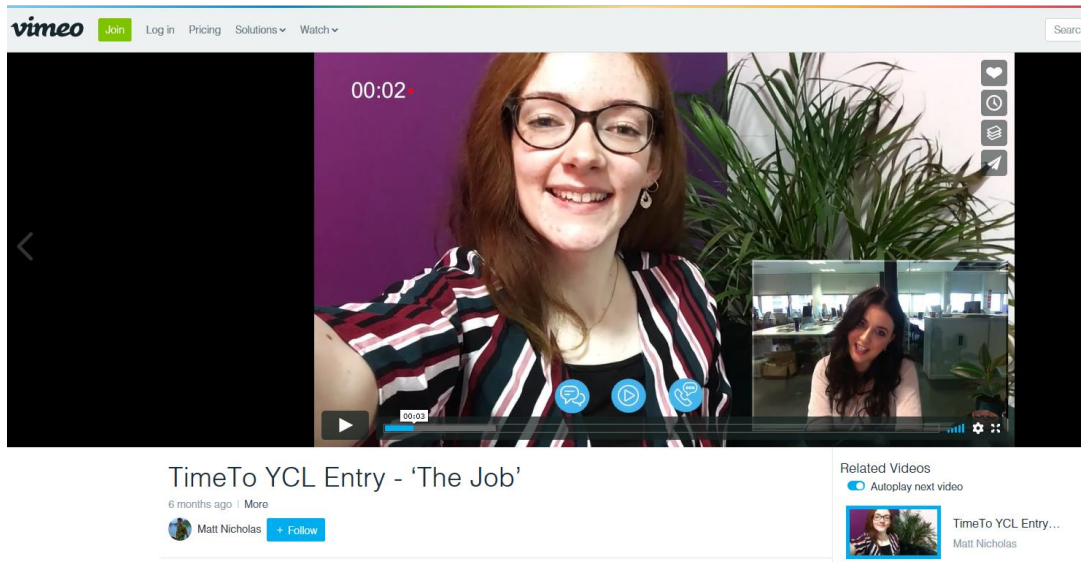
## MEET THE UK YOUNG LIONS FILM WINNERS

/ MAY 7TH 2019 / ELLIE MASON

CANNES LIONS



Nick Archer and Matt Nicholas of Sky Creative Agency won the UK Young Lions Film competition with their entry "The Job" that was praised by the judges for its creative way of delivering a powerful and hard-hitting message that had a scarily real grasp on reality. [Watch the film here](#) and read the full competition brief below.



### JUDGE'S COMMENT

*"Direct and hard hitting message with a scarily real grasp on the reality of the situation. I think the message here is so strong because the lines often feel blurred about what's expected in industry and what's inappropriate."*

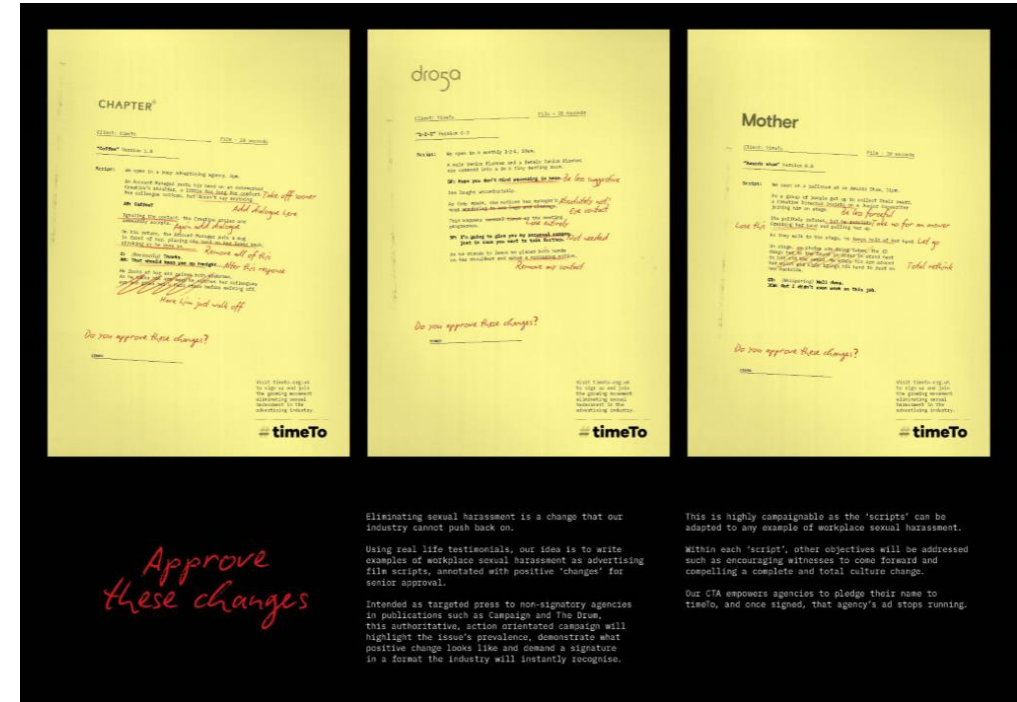
**Amy Becker, Rock Hound**

# Print Winners



John McPartland and Zack Gardner, were the Print winners from Havas Lynx

[View the work](#)



## MEET THE UK YOUNG LIONS PRINT WINNERS

MAY 14TH 2019 / ELLIE MASON

CANNES LIONS



John McPartland and Zack Gardner of Havas Lynx took the prize for Print with their striking advertisement that our judges loved for the way it drew on an agency landscape to put the viewer in the shoes of all 3 target audiences – the perpetrator, the potential victim and the bystander. [View their work here.](#)

### JUDGE'S COMMENT

*“Striking, campaign-able, resonant with the target audience, a clear call to action and rallying cry, really strong work”*

**Dan Perry, Oliver**

# Media Winners



Mehr Chughtai (OMD UK) and Tom Cooke (MVF) were the Media winners.

[View the work](#)



## MEET THE UK YOUNG LIONS MEDIA WINNERS

/ MAY 10TH 2019 / ELLIE MASON

CANNES LIONS



Mehr Chughtai of OMD UK and Tom Cooke of MVF took the Media prize for their innovative campaign that presented sexual harassment as being the "Elephant in the room". The judges were impressed with how their idea stretched across all touchpoints whilst taking into account audience insight through media channels, time of day and seasonality. [View their work here.](#)

### JUDGES' COMMENTS

*"Really impressed with this entry - consistent throughout with clear focus on key theme, and thorough work on the two audiences."*

**Izzy Thompson, Goodstuff**

*"Hands down - the best campaign out of my selection: creative use of well-know archetype and merge of innovative techniques (micro targeting, targeting social ads, gym digital screens) with meaningful symbolic physical objects, that are presented in very convincing way. Very well executed media visuals - a big plus!"*

**Justina Raižytė, European Advertising Standards Alliance (EASA)**

**stop ignoring the elephant in the room advertising**

**The Business Challenge**  
Hit a target of 250 companies signed up to the TimeTo Code of Conduct by Autumn 2019, while promoting a culture that discusses and acts against sexual harassment.

**#timeTo**

**Recognizing a very real problem**

**41% of people in advertising feel that victims are ignored or silenced\*.**

Victims of sexual harassment often don't speak due to a fear of being ostracized in the workplace\*\*, and those who do are often met with resistance\*\*\*.

The campaign needs to reach people in their working lives to promote discussion of, and take action against, the elephant in the room - sexual harassment.

# Marketers Winners



Maria Coyle and Holly Tavana were the Marketers winners from Tesco. [View the work](#)



*“This idea is insightful, well-targeted, realistic and as it cleverly plays to the industry's fascination with its own work, is very likely to be effective.”*

Jayne Barr, London & Partners

**You can notice brilliant creative.**

**But can you notice sexual harassment?**

**timeTo use your head** CAMPAIGN

Cannes Young Lion Marketers Submission 2019: Maria Coyle & Holly Tavana

**There's a misconception around what constitutes sexual harassment**

The timeTo survey report<sup>1</sup> indicated a discrepancy in peoples' thoughts about sexual harassment. (97% of respondents agreed that sexual harassment in the workplace shouldn't be tolerated, however a portion of these same respondents also agreed with the statements below:

- "People are *now complaining* about things they were perfectly happy with *years ago*" → 22% agreed
- "It's *hard to know* what the *rules* of behaviour are *these days*" → 22% agreed
- "Sexual harassment is *this years bandwagon*" → 21% agreed

These statements all suggest a **lack of clarity** around the topic and even worse, they **play down the severity** of sexual harassment. → Could the similar % scores indicate that this is the same group of respondents, all agreeing with similar things? → Could these statements be evidence that these respondents are **long serving** employees?

© 2019: Giffney, London & Partners

## MEET THE UK YOUNG LIONS MARKETERS WINNERS

/ MAY 8TH 2019 / ELLIE MASON

CANNES LIONS



Holly Tavana and Maria Coyle of Tesco won the Marketers' competition with their campaign brief that judges roundly praised for being well-targeted, realistic and with a solid strategy that cleverly played to the industry's fascination with its own work. [View their winning entry here.](#)

*“Good strategy, like the disrupting idea to help people notice”*  
Martina Poulopati, Essity Feminine Care

# Design Winners



Tarne Neilson and Georgina Osei-Hwere, were the Design winners from Ogilvy Health. [View the work](#)



## JUDGE'S COMMENT

*"This team understand how to reach the right people in the right place with eye-catching executions and a creative idea which would have stand out in any media channel."*

**Paul Domenet, Free the Birds**

< BACK



## MEET THE UK YOUNG LIONS DESIGN WINNERS

/ MAY 13TH 2019 / ELLIE MASON

CANNES LIONS



Georgina Osei-Hwere and Tarné Neilson of Ogilvy Health were crowned Design winners for their entry that combined a powerful concept with an eye catching and relevant brand identity and tagline. [View their work here.](#)

## JUDGE'S COMMENT

*"Nice use of colour palette, expanding the existing one / also expanding the use of the hashtag / nice coasters"*

**Fernanda Marth, WPP Sudler**

## It's time for change

A code for everyone

### Visual identity strategy

This brief excited us as it not only targets our industry, it also draws on a topic that we're both very passionate about.

At the forefront of our thinking was the target audience and environment. The advertising industry is full of creative minds, for this reason it was a high priority of ours to ensure that our identity gave a bold/memorable impression to encourage companies to showcase it amongst their other creative work.

The current brand identity has a predominate use of people. We incorporated this in our identity by developing illustrations using body parts in abstract executions. We have used the strong red and navy from the logo for boldness with contrasting pastel blue and pink for a softened touch. Our intention is to show that this is an issue that could affect anyone without dictating who should be involved -to reaffirm sexual harassment isn't a one-size-fits-all issue.

### Brand evolution

We identified 4 communication pillars encompassed within our identity - each pillar has its own message. These 4 pillars are aligned with an overarching brand identity, however each has a personal execution to appeal to the variety of people in a company.

To ensure this brand is in the right place at the right time we would intercept common touch points at work. As well as posters, pull-up banners and social posts, we suggest developing branded coasters for work drinks and stickers on mirrors to prompt the workforce to reflect on the situations they are in.

Our brand identity is flexible enough to be utilised in many other creative outputs. We also have clear directional strap-lines to be used on social media to evoke change on a wider scale. With our target audience, innovation is key with many possibilities including AR and chat-bots in future developments.



In Partnership with A NABS WACL



#timeTo know where the line is



#timeTo spot the behaviour



#timeTo think



#timeTo speak up

# Digital Winners



Lily Kn and David Milligan were the Digital winners from MRM-McCann.

[View the work](#)



## MEET THE UK YOUNG LIONS DIGITAL WINNERS

/ MAY 9TH 2019 / ELLIE MASON

CANNES LIONS



Lily Kn and David Milligan of MRM-McCann won the Digital competition for their work that creatively utilized social media platforms to engage with the right audience and provide clear messaging and visual execution. [View their winning entry here](#)

### JUDGES' COMMENTS

*“Good, clear, simple idea here. It takes something extremely complicated, delicate and personal and says it's here to help you. This shows you can talk about what you've gone through, you're not alone, you can find out more and do it all here”*

**Max Vinall, Jellyfish**

*“Interesting use of social media, carousel functionality and clear messaging. Good visual execution as well.”*

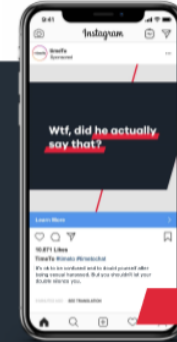
**Tushar Merwanji, Fjord**

### #timeToChat

Reporting sexual harassment is too hard. We can make it easier by empowering victims and by creating an easier way of reporting. We'll do this by relating to victims of sexual harassment and showing them that self-doubt following a sexual harassment is not only normal but expected, their doubts shouldn't lead to silence. We'll also make reporting easier by developing a new reporting/chat service on Whatsapp called #timeToChat

timeTo

timeToChat



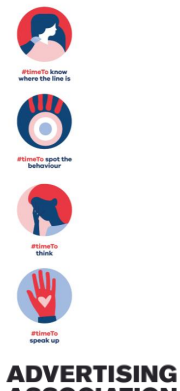
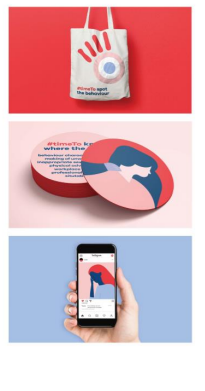
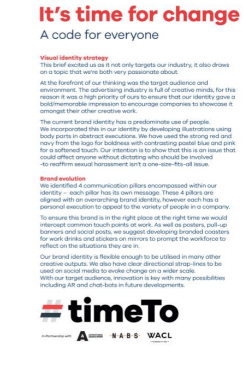
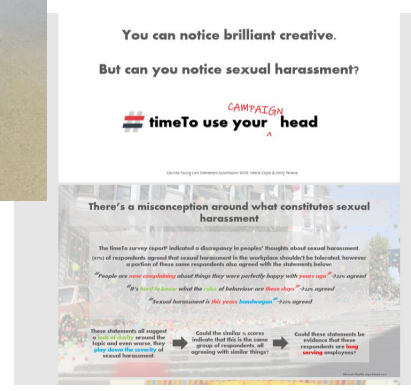
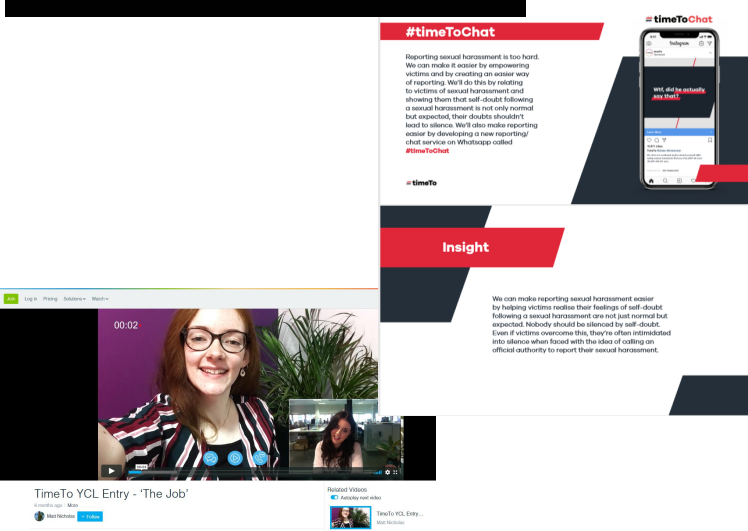
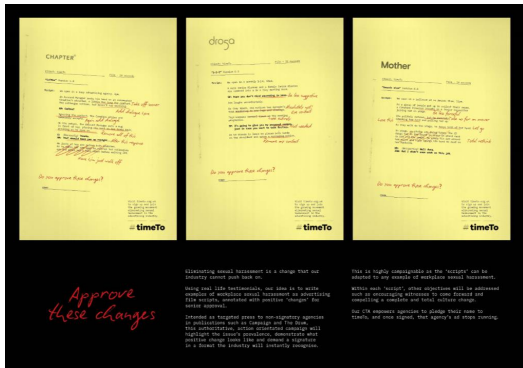
### Insight

We can make reporting sexual harassment easier by helping victims realise their feelings of self-doubt following a sexual harassment are not just normal but expected. Nobody should be silenced by self-doubt. Even if victims overcome this, they're often intimidated into silence when faced with the idea of calling an official authority to report their sexual harassment.

# Young Lions – Feedback

Each of our Young Lions was extremely proud to win their national competition and have the opportunity to represent the UK at Cannes Lions 2019. All agreed that the experience offered to them over the week of the festival gave them an incredible amount of creative insight and inspiration to benefit their careers.

Two of our Young Lions have since received promotions and one has moved to a new company in a more senior position.





# Young Lions - Feedback



*"We both dreamt about going to Cannes Lions and never thought it would happen.*

*It was such a great honour to be representing the UK in the Young Lions Digital competition. It's a one in a lifetime experience to be meeting so many great creatives and other professionals from tech, production, start-up, film industries and having access to world-class ideas.*

*Also, it's a great 5 days of networking with some great people from all over the world. Our outlook on advertising and the way of working changed. It gave both of us a bigger understanding of what means "Cannes worthy work" as well as it helped to take our careers to the next level. We didn't win the global young lions digital but we hope to come back and hold the "adult" Cannes Lions awards very soon!"*

**Lily Kn and David Milligan, UK Young Lions Digital Winners**



# Young Lions - Feedback



*“Winning UK Young Lions and going to the South of France was brilliant and eye-opening and hectic and surreal.*

*The lasting effect has been a wee glow, a consistent confidence boost.*

*Any time imposter syndrome seeps in. Anytime a bit of extra push is needed. Any time a nonsense piece of feedback comes through, that wee glow is there, reminding me that I can do this job.*

*And I can do this job well.*

*That's easily the most rewarding part of the whole experience.*

*Something I'm really, really grateful for.”*

**Zack Gardner, UK Young Lions Print Winner**

*“Leading up to Cannes felt like a once in a lifetime opportunity, however on leaving it was quite apparent that I needed to be back there every year. The drive and motivation that you get just by being in Cannes is something that I hadn't experienced before, the work is obviously on another level but it was the general atmosphere that stuck with me the most.*

*Since getting back from Cannes the bar has been set much higher than it was before. Not just in creative but across the agency.”*

**John McPartland, UK Young Lions Print Winner**



# Young Lions - Feedback



*“We had a brilliant week at Cannes Lions and felt really proud to be presenting the younger generation of the UK advertising industry. It was invaluable to be in the midst of the best creative minds from not only the UK but across the world too – with the latter opening our eyes to a global standard of excellence and fresh perspectives to bring back to our roles at Tesco.*

*Our achievement was widely celebrated within Tesco. Holly and I were recently promoted when we went to Cannes, so we’ve been able to use our experience to kick off our new roles with perspective and confidence.”*

**Holly Tavana and Maria Coyle**  
**UK Young Lions Marketers Winners**

