



## UK Young Lions Competitions 2020

**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 festival against other advertising professionals from around the world.

Together with our partners APA, Channel 4, Clear Channel, the Department of International Trade, DMA, Framestore, IPA, 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 an in-house brief that is central to the Advertising Association's 3 year strategy. 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 midnight (GMT) on Monday, March 16, 2020.**

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

Best regards,

**Advertising Association**

**Thank you to our partners:**



**ADVERTISING  
ASSOCIATION**



**Clear Channel**



Department for  
International Trade



**FRAMESTORE**

**IPA**

**LONDON  
& PARTNERS**

**M&CSAATCHI**



## Background Information

### Advertising Association

The Advertising Association represents the whole of the advertising and marketing communications industry. Our members include the advertisers (represented by ISBA), the advertising agencies (IPA and APA), all the media, including commercial broadcasters, publishers, social media and platforms, outdoor, cinema and radio, as well as marcoms bodies such as the DMA (Data and Marketing Association) and MRS (Market Research Society).

We represent the collective views of the industry to Government, Parliament and wider opinion-formers. Our think-tank, Credos, produces research reports examining the contribution the advertising industry makes to the economy and society.

### About the advertising industry in the UK

- Every £1 spent on advertising contributes £6 to UK GDP – that's more than £142 billion per year in total.
- Advertising supports nearly a million jobs across the length and breadth of the UK and over half (57%) of jobs in advertising in the UK are based outside London.
- UK adspend rose 5.6% year-on-year to reach £5.97bn in Q3 2019, marking the UK advertising industry's 25th consecutive quarter of market growth.
- Adspend growth for 2019 is forecast to be 5.0% to reach £24.7bn (final figures not available until April), with the UK's ad market expected to grow a further 5.3% in 2020.
- The UK is the largest online advertising market in the Europe, and the third largest in the world behind the United States and China.
- More SMEs advertise now than ever - rising from 30% of SMEs in 2013 to 42% in 2017 – as the opportunity to target consumers more effectively on a small budget has never been better.
- Annual UK exports of advertising services are worth £6.9 billion according to the latest ONS figures, an 18% increase on the prior figure of £5.8 billion outstripping overall UK service exports which grew by 7% in comparison.
- The UK exports more advertising services than it imports to the tune of £3.8 billion – this is the largest trade surplus in ad services in Europe.
- Over a third of the top 20 UK ad agencies' revenue comes from overseas business – that's almost £300 million.
- A large and diverse ad tech sector flourishes in the UK, employing tens of thousands and comprises more than 300 UK-headquartered companies, attracting more than £1 billion in investment since 2013.
- Since 2005 the UK has won more Cannes Lions than any other European country – over 1,500.
- Advertising finances UK culture, media and sport, valued at £10 billion a year.

We have just published a comprehensive report, Ad Pays 8, on the many ways that advertising contributes to UK society. You can download this in the resources section on page 4.

At our annual summit LEAD on 30 January 2020, Nadhim Zahawi MP, Parliamentary Under Secretary of State for the Department for Business, Energy and Industrial Strategy, urged our industry to sharpen its focus on **diversity and inclusion** in order to drive business growth.

At the same event, we, the Advertising Association launched our new mission – To promote the role and rights of responsible advertising and its value to people, society, businesses and the economy.

Our renewed focus on responsibility includes a specific drive to increase diversity and to answer the request of UK government to nurture and develop a more diverse workforce. It is a central part of the Advertising Association's 3-year strategy.

Improving diversity, of all types, has long been a concern for the industry and many initiatives now exist to address these. Many of these have big ambitions but limited resources and are relatively disconnected from each other. To address this, the Advertising Association is working with ISBA and the IPA on an online Inclusion Hub to showcase the existing diversity and inclusion initiatives across the industry as well as provide a forum for information sharing. This will be hosted on our website and linked to as many Advertising Association members' sites as possible. There are plans to launch the hub later this year and use all the key industry summits and conferences to promote it.

The purpose of the Inclusion Hub is to encourage anyone from any background to consider advertising as a career choice. The hub will be an interactive resource that will contain:

- 40+ industry diversity and inclusion initiatives
- Measurement tools and toolkits for employers
- Information on training programmes, internships and mentoring schemes
- Industry events and awards
- Case studies and testimonials

**Some key UK advertising industry statistics:**

- Only 17% of creative directors are women
- Just 5.5% of senior leaders are BAME
- In London, the heartland of the media and advertising industry, those from multi-cultural backgrounds make up 41% of the population. but just 3% are CEOs.
- Over 50s represent just 6% of adland's workforce. To put that in perspective, 22% of those in finance, 28% in medicine, 30% in science and 35% in law are over 50.
- Those with dyslexia, autism, ADHD or dyspraxia – make up about 10% of the population. Yet, just one in 10 organisations include neurodiversity in their people management practices
- Stonewall research revealed that almost one in five LGBTQ+ people looking for work have faced discrimination trying to get a job because of who they are.

Sources: Creative Equals, IPA, CIPD, Stonewall

## The Competition Brief for UK Young Lions 2020

The overall objective for our diversity and inclusion initiative is to be the creative industries' most progressive sector in recruiting, retaining and developing the most inclusive workforce.

The supporting objectives to achieve this are:

- To encourage more young people from diverse backgrounds in the UK to choose a career in the advertising industry.
- To make the UK advertising industry an attractive choice to anyone at any stage of their career, including those returning to work after a period of absence.
- To make a career in the UK advertising industry appealing to a greater number of female, BAME, neurodiverse, disabled, LGBTQ+ and over 50s candidates and therefore increase the employment numbers from these groups.

You may choose to focus on our overall objective or choose one, two or all of the supporting objectives to create a compelling campaign to move the initiative forwards.

The winning work may become part of a real campaign that will be run by the Advertising Association on behalf of the UK advertising industry.

### Our Target Audiences

- School leavers from diverse backgrounds across the UK
- University / higher education graduates from diverse backgrounds across the UK
- Those employed in other industries from diverse backgrounds across the UK

### Our Key Messaging

- The UK advertising industry is world class, positively contributes to society and should be attractive to people seeking a career in the creative industries
- The UK advertising industry is inclusive and welcoming to everyone

### Our Tone of Voice

- Welcoming, non-patronising
- Positive
- Aspiring
- Action-orientated

## Resources you can access:

Our website gives a good overview of all our activity and workstreams: <https://www.adassoc.org.uk/>

Our latest Ad Pays Report on Advertising's Social Contribution can be downloaded here: <http://tiny.cc/8af9kz>. This may be useful in highlighting the positive aspects of advertising.

Existing logos/visuals can be accessed here: <http://tiny.cc/1df9kz>

**Important:** The Advertising Association logo (as featured at the bottom of page 1 of this brief) should appear in your work and should adhere to the brand guidelines provided. The logo is in the Google drive folder linked above in several different formats.

We have held two events under the banner/strapline "UK Advertising Needs You" and have created branding and a visual identity around this. The current plan is to use these visuals to brand the (currently in development) Inclusion Hub, but you are not obliged to use these in your brief. You may also create alternative versions of these assets if you wish.

The UK Advertising Needs You events were not primarily aimed at tackling diversity and inclusion but were part of an overall campaign to promote a career in advertising (2019) and to highlight how advertising contributes to social change (2020). They are included here mostly for reference.

2019 showreel: <https://youtu.be/Qwfl5Q-rEho>

2020 showreel: <https://youtu.be/nmcT74sMRdg>

Our company fonts and "A" logos/ any other visuals and the accompanying brand guidelines are included for reference but you are not obliged to use these in your work. The only logo you must feature is the main Advertising Association logo as mentioned above.

## gettyimages

Getty Images is proud to be the exclusive image provider for the 2020 UK Young Lions Competition. We are 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. Setting up your complimentary account is simple.

- STEP 1 – Visit: <http://engage.gettyimages.com/young-lions-eza-gb>
  - STEP 2 – Complete the registration form to get your login credentials
  - STEP 3 – Find the perfect images. Use our advanced search tools to get exactly what you need.
- Learn more on the Getty Images Young Lions resource page: <http://engage.gettyimages.com/young-lions>

## Previous YL briefs and work

The 2019 UK Young Lions brief and winning work can be accessed here: <http://tiny.cc/vjf9kz>  
Previous Cannes Young Lions briefs and entries can be accessed here: <http://tiny.cc/4kf9kz>

## The Competition Briefs

### 1. 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 26 June 2020, 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

Choose either our overall objective or one or more of our supporting objectives and develop a marketing campaign that will help the Advertising Association progress its diversity and inclusion initiative.

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.

**Important:** The Advertising Association logo should appear in your work and should adhere to the brand guidelines provided.

#### 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 aged between 18 and 30 on 26 June 2020, working in creative communications / advertising / digital agencies.

### **THE BRIEF**

Create an integrated digital-led campaign that will build awareness for the overall objective or one or more of the supporting objectives in our diversity and inclusion initiative.

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

**Important:** The Advertising Association logo should appear in your work and should adhere to the brand guidelines provided.

### **DELIVERABLES**

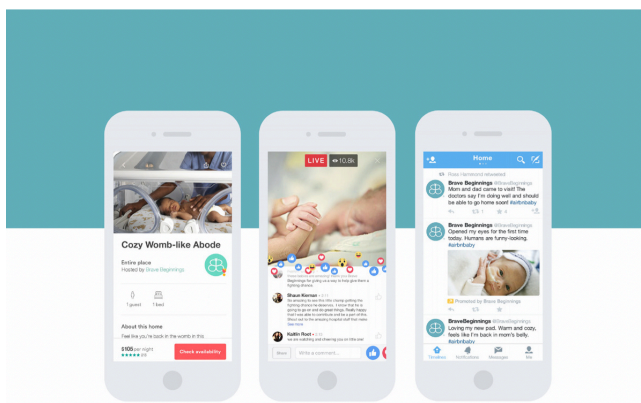
- A presentation page including: examples of 3 digital components (in JPEG format, one JPEG for each component). These components could utilize social media platforms, but also any other digital-led execution.
- An image summarizing the campaign (in JPEG format).
- A four-part written submission (150 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:



## 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 aged between 18 and 30 on 26 June 2020, working in creative communications / advertising / digital agencies.

### THE BRIEF

Create a compelling visual identity for the overall objective or one or more of the supporting objectives in our diversity and inclusion initiative.

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



**Important:** The Advertising Association logo should appear in your work and should adhere to the brand guidelines provided.

## **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 4.

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 aged between 18 and 30 on 26 June 2020, working in creative communications / advertising / digital agencies.

### **THE BRIEF**

Create a 60 second film that will build awareness for the overall objective or one or more of the supporting objectives in our diversity and inclusion initiative.

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

**Important:** The Advertising Association logo should appear in your work and should adhere to the brand guidelines provided.

## **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 aged between 18 and 30 on 26 June 2020, working in creative communications / advertising / digital agencies.

### **THE BRIEF**

Create a print advertisement that will build awareness for the overall objective or one or more of the supporting objectives in our diversity and inclusion initiative.

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

**Important:** The Advertising Association logo should appear in your work and should adhere to the brand guidelines provided.

## **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 aged between 18 and 30 on 26 June 2020, 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 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 or one or more of the supporting objectives in our diversity and inclusion initiative, engages the target audience/s and creates positive action.

Your plan should be focused in July – October 2020. 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.

**Important:** The Advertising Association logo should appear in your work and should adhere to the brand guidelines provided.

### **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.