

iapi

Enterprise
Ireland

YOUNG LIONS COMPETITIONS



WHERE THE NEXT GENERATION OF CREATIVE STARS GO HEAD-TO-HEAD

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#YOUNGLIONS2024

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GLOBAL YOUNG LIONS 2024

- IN PERSON IN CANNES

- **YOU MUST BE ABLE TO TRAVEL**

15 - 22 JUNE (Saturday to Saturday)

- ALL COMPETITIONS WILL RUN SIMULTANEOUSLY WITH ALL WINNERS ANNOUNCED ON STAGE IN CANNES ON FRIDAY 21st JUNE

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IRELAND WILL COMPETE IN ALL 7 CATEGORIES

- **DIGITAL**
- **DESIGN**
- **FILM**
- **MEDIA**
- **PRINT**
- **PUBLIC RELATIONS**
- **YOUNG MARKETERS**

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COMPETITION WEEKEND

• 16 - 18TH FEBRUARY

- Charity Briefings will take place on **Friday 16th February** and work must be submitted by **Sunday 18th February**.
- There will be three timeslots (tbc) depending on which category you are taking part in.
- Please ensure you attend the briefing as there is a lot of valuable information in hearing directly from the charity which is not captured in the brief

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DATE OF BIRTH ELIGIBILITY

30 AND UNDER!

You must be born on or after

21st June 1993

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CATEGORY ELIGIBILITY

Print – IAPI Member Agencies **only**

Film – IAPI Member Agencies **only**

Digital – IAPI Member Agencies **only**

Media – IAPI Member Agencies **only**

Design – Open to all Design agencies

Public Relations - Open to all PR agencies

Young Marketers – The team must be made up of two young professionals working for a client company that engages the services of advertising and communications companies.

Please note the competitions are not open to students or freelancers.

And you may only enter ONE category.

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HOW THE COMPETITION WORKS?

Entry Deliverables

PR

- Presentation (PPX/PDF - max: 10 slides / 25MB) outlining strategy idea
- 450 word explanation detailing the creative idea, the strategy and the execution
- One slide that visually summarises your presentation saved as Summary Slide

Design –

- An A3 design which will include a logo/brand identity including 3 visuals of how this identity would look in the real world
- 150 word description of how the brand identity fits the brief
- 150 word description of how this brand would evolve

Young Marketers –

- Presentation (PPX/PDF - max: 10 slides / 25MB)

Film

- Final Film – 60 seconds max
- 300 word explanation of how your idea fits the brief

Terms & Conditions

1 rules and requirements that on agree to abide by in order to use a s general and special arrangement sions, requirements, rules, specific that form an integral

HOW THE COMPETITION WORKS?

Entry Deliverables

Print

- Print Advertisement (jpeg/png/PDF - max filesize: 10MB)
- 300 words detailing how the advertisement meets the brief

Digital

- A Presentation Board including example of use of 3 digital Led components, these components could be use of social media platforms but also any other digital led execution
- An image summarising the campaign
- A four part written submission 150 words per section)

Media

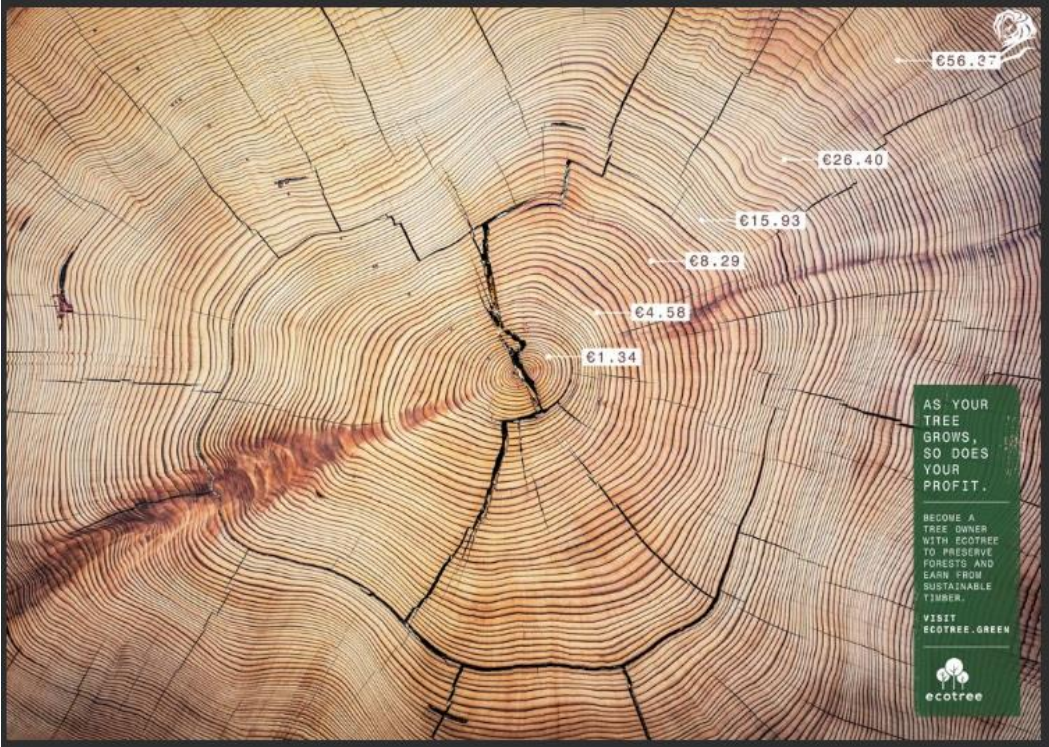
- Presentation (PPX/PDF - max: 10 slides / 25MB)
- 450 word explanation detailing the creative idea, the strategy and the execution
- One slide that visually summarises your presentation saved as Summary Slide.

When entering please ensure you do not include any brand/logo identifying your agency in your work.

This rule does not apply to the Young Marketers competition.

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PRINT GLOBAL WINNER 2023



“WE CREATED THE MOST FAMOUS STONE IN THE WORLD: THE STONE IN THE SHOE”.

The stone movement



IN PARTNERSHIP WITH THE WORLD'S BIGGEST SNEAKER BRANDS, WE WILL PLACE STONES TO REMIND YOU THE CAUSES YOU SHOULD BE UNCOMFORTABLE WITH.



Seven empty rectangular input boxes for user information.

MEDIA GLOBAL WINNER 2023



LITTLE LEARNERS LEAGUE

LEVERAGING A NATION'S LOVE OF SPORT TO CHANGE THE GAME IN EARLY EDUCATION



THE PROBLEM

While **60%** of appropriately aged children already engage with the Anganwadi system in some capacity, many of their parents don't view the centres as a 'serious' education facility and therefore don't see the benefit of regular attendance.

This is despite efforts from Rocket Learning to demonstrate the educational offering of the centres via WhatsApp groups. It's important to consider that our target audience for this campaign, mothers who have limited to no education themselves, are likely unfamiliar with education systems.

This means they may struggle to identify what things their child should be learning and which education systems are most effective (i.e. why private education is inferior to Anganwadis, despite their reputation).

THE INSIGHT

From the nation's long-established love for cricket to its growing fervor for e-sports, the cultural value of competitive sports in India is undeniable. Unique in its ability to transcend social barriers, these sports unite India's diverse communities through the universal language of sportsmanship. Competitive sports, regardless of one's class or background, are seen as a pathway for **access and social mobility**, playing an indispensable role in the socio-cultural dynamics of India.

THE SOLUTION

Leveraging the cultural value of sport in India, we will generate attendance at Anganwadi centres and promote early education as a sport in its own right.

To do this, we will create a WhatsApp based digital learners league, akin to an e-sports league, where parents can engage with and follow the progress of their children in a language they're familiar with - sport.



CHAT LEADERBOARD WITH LIVE UPDATES AND SCORECARDS



TOP COMPETITORS BECOME SOCIAL INFLUENCERS FOR THEIR PEERS

THE HINDU
A GAME CHANGER FOR EARLY LEARNING CENTRES IN INDIA

THE TIMES OF INDIA
IT'S GAME ON FOR THESE SUPERSTAR TODDLERS

MASS AWARENESS THROUGH EARNED MEDIA

CAMPAIGN STAGES

- EARLY ADOPTERS**
Invite parents who are already engaging with Rocket Learning and the 'snaky' loop of motivation to be the first to join the league.
- WORD-OF-MOUTH AND COMMUNITY ENGAGEMENT**
Much like how sports players achieve a level of adoration and influence, we will invite the 'star players' from the early adopters to become the faces of the league. We will set them up with on YouTube Kids channels and **host live streams via video call on WhatsApp** to share their 'scorecards' and what they've learned. Proud teachers and parents will share these heartwarming videos with friends and family, including other local parents, aiding our mission to change perceptions of the centre within the community.
- MASS AWARENESS**
As our YouTube Kids channels grow and communities catch wind of the league, we expect media to begin reporting on the league and the educational offering of Anganwadi centres, further aiding our goal of shifting perceptions.
- INFORMING POLICY**
Data from the league's **universal scoring and assessment system** will be shared with the government to help inform policy. The consistent reporting will provide a measured snapshot of progress across the country, providing the government with an invaluable opportunity to standardise early education in India and identify benchmarks for different ages.

CONCEPT: JAYANATH SURESH, DESIGN: DEEPA SURESH, PHOTO: SHANTANU SARKAR

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DIGITAL GLOBAL WINNER 2023



Background

Despite being one of the largest economies in the world, the Republic of India suffers from high levels of poverty, affecting the education of 75 million children and leaving the door closed for their future.

This has led Rocket Learning to create a tool that surpasses the barriers of traditional education, turning the closed door into a window towards learning, with simple elements and classes that facilitate children's learning regardless of the physical space they are in, thanks to the ubiquity provided by smartphones.

Description of the Idea

For this redesign, we first delved into the storytelling behind our identity. Building upon the phrase "education starts at home," we demonstrated that with simple elements found in Indian households every day, imagination, creativity, and an education network consisting of parents and teachers, can help children "lift off" despite any space they are in.

Next, we combined meaningful elements of the culture associated with intelligence, wisdom, and knowledge to create new avatars aligned with our vision, but above all, recognized and loved by our primary target audience.



Hindi version

Color application



Adaptable icons for households and teaching centers



Description of the execution

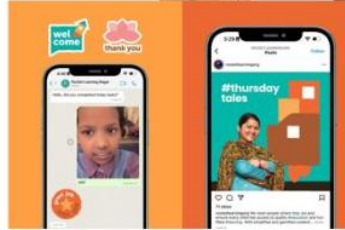
The rocket embodies the momentum children need during their early years, a crucial time in which their paths are set, shaping the trajectory of their futures. The house serves as a versatile icon, transforming into various centers, households, and any other place where children receive Rocket Learning. With the support of parents and Anganwadis workers, education can take place anywhere.

The fusion of these symbols sends a profound message: the educational lift off of every child is not just an individual impulse, but a collective endeavor that not only impacts the household and local community, but the entire Indian education system. **Together, we ignite a powerful spark that propels our children to soar to unimaginable heights.**

To showcase our diverse identity, we have created a team of mascots inspired by the most significant species in India, which serve as facilitators of didactic activities, with each mascot representing a distinct aspect of early education. Our color palette is composed of colors derived from the tones of Indian communities, combined into a vibrant palette that appeals to children.



Audiovisual lesson capsules



Sticker responses

Social Media content

DESIGN GLOBAL WINNER 2023

The background is black and features several sets of claw marks. A large set of yellow claw marks is in the upper left, pointing towards the center. A smaller set of white claw marks is in the middle left. In the bottom left, there is a solid orange paw print. On the right side, there are several jagged, white-to-grey claw marks that appear to be tearing through the black background.

**Register
yourself
in the
Right
Category**

KEY DATES

- **18 JAN** - Young Lions Competition Launch
- **16 FEB** – Young Lions Charity Briefings
- **18 FEB** - Young Lions Entry Deadline
- **12-14 MAR** – Young Lions Shortlisting Week
- **21 MAR** – Young Lions Winner’s Photoshoot *(please be available...)*
- **17 APR** – Young Lions Winner’s Showcase
- **15 - 22 JUNE** – Global Young Lions Competition

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FOLLOW UP

An email will be sent for you to register into your category briefing and everything you need can be found on iapi.ie

If you have any questions, please email shreesha@iapi.com



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