

# SHARK AWARDS KINSALE INTERNATIONAL FESTIVAL OF CREATIVITY



## YOUNG SHARK COMPETITION 2019

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### **BRIEF**

Are you 26 or under? Are you creative?  
Good - then you're eligible to enter this year's Young Shark  
competition. The brief is as follows;

#### THE CLIENT:

Shark Awards Kinsale (International Festival of Creativity)  
18-21 September 2019

#### THE CHALLENGE:

Create a clever social media based piece, to promote the Shark Awards Festival. It could be a smart hack of an existing social platform or a bespoke piece that would work in a non-traditional online media format. (What we don't want is a print ad design simply placed online ... (or a tv script placed on Facebook/Twitter/YouTube or whatever).

#### THE AUDIENCE:

People, around the world, who work in the advertising industry, who might be interested in entering/attending the festival..

TONE:  
Smart. Innovative. Fun

DESIRED RESPONSE:  
We want this audience to perceive the Shark Awards Festival as a contemporary, fun International advertising festival worth being a part of.

## **THE PRIZE**

The winner will be our guest at the festival which includes 4 Days as Festival Delegate, Travel, Accommodation & invitation to 2 exclusive Jury Dinners.

DELIVERABLES:  
A pdf (no more than 5 pages) with a written description of the conceptual idea. The winning idea does not have to be restricted by budget or production considerations. In other words, the best idea wins (even if it never gets made).

And...that's it. The work will be judged on the originality and creativity of the idea. Entries do not have to be highly finished as it's a great idea we're interested in, your idea just needs to be clear.

So, we suggest you get busy.

Cut off for entries; 5pm June 24th 2019.

GOOD LUCK!

Please email your entry to [info@kinsalesharks.com](mailto:info@kinsalesharks.com)

With the subject line: Young Shark Competition Entry

