

YOUNG LIONS LIVE AWARD

Our Mission

Our mission is to drive progress through creativity. And we know that extends far beyond the "creative industries". We believe that creativity is extraordinary. We believe that it's a fundamental part of being human. It advances business, it develops people and it shapes society.

The Brief

Creativity has an issue

What is the key problem?

As children move through education, every year less and less time is spent on exploring, developing and practicing their creativity.

that we need to rectify

What is the overall objective of the brief?

Creativity isn't just about artists and writers. It's a skill that can be used in every industry and sector, as well as in everyday life. So we want you to create a campaign that persuades Policy Makers to integrate creativity into every corner of education.

but people are saying

What's the word on the street?

Education is not fit for the century we live in, but we don't know how to fix it

and people are thinking

What are the insights about the category / brand?

Young people don't need to keep fostering their creativity unless they want to go into creative careers

in a marketplace where

Why is the marketplace challenging? What are the relevant prevailing market conditions?

The world is changing fast, with less career certainty and more need for adaptable, creative skills

and the people in it are

what is the key consumer behavior we should know about as it relates to this category + brand?

Policy Makers are busy people and typically hard to reach. How do you sell an idea to someone who doesn't want to or is too busy to buy it? How do you make sure your campaign stands out?

when we want them to be

What is the behavior we want to change?

We want the Policy Makers to understand that to thrive, professionally and personally in today's world requires creativity and different approaches, more than ever before.

so here's what we're going to do:

What is the key communication strategy?

Show how creativity can turn moments into opportunities

Our Potent Discovery

What is the one sentence that is our blueprint for this project?

Creativity is the new superpower

The Deliverables

We want you to create a campaign to drive home the benefits of incorporating creativity, and creative problem solving, into all aspects of children's education, not simply early years. This is not an ad for Cannes Lions, but a call to action for governments and policy makers to prioritise the creativity of the next generation

Land a big idea and then execute it where it makes sense to do so to get the attention of Policy Makers. It could be a film, TV, print, radio, social, experiential, even inventions and programs.

The sky is the limit!

Focus on education from 12yrs+ this is where we need change the most.

All work must be original