

Creative Brief

Product:	YOUNG CREATIVES COMPETITION
Written by:	Fairfax Media
Launch Date:	February 23, 2007
Production budget:	Unlimited
Due Date:	5pm, March 9, 2007

The Task:

In a team of four (4), two print (one writer and one art director/graphic designer) and two cyber specialists, execute an integrated advertising response for a corporate client in support of 'EARTH HOUR'

The Objective:

Over the years the biggest output of carbon emissions has come from corporate companies. A lot of these big companies are addressing these problems; the first step for many companies is going to be 'Earth Hour'. You need to create an ad for a company that communicates to the public that they support the 'Earth Hour' initiative.

The Proposition:

Use the power of press and cyber to deliver an integrated message that informs has high impact and interacts with readers/site visitors.

Background:

Global warming has never been more important and this is something everyone can do to make a difference.

Media Channels:

Newspapers: everyday of the week. Delivered straight to the consumer, the written word has never been more powerful. Fairfax newspapers^ reach around 5.3 million people, or almost 1 in 3 Australians*, every day.

SOURCE: Roy Morgan, September 2006. *Based on people aged 14+. ^Including Fairfax Metro, Regional and Community newspapers

Web: smh.com.au and theage.com.au are among the strongest news websites in Australia reaching over 2.4 million and 1.7 million unique browsers a month. They are able to break news as it happens and the consumers interact directly with the brand, and other users via blogs and forums.

SOURCE: NNR MI Jan 07

Target Audience:

All People 18+

Tone:

Educational, impactful, leadership and thought-provoking.

Desired Response:

What a great idea, this could really make a difference. I like what this company is doing.

Mandatories:

If using a newspaper image in your creative, only Fairfax titles or non-masthead specific images will be accepted.

If using a website, only Fairfax website mastheads will be accepted.

Support:

At 7:30 pm on Saturday, March 31, Sydney will experience Earth Hour, when all businesses and homes in greater Sydney will be asked to turn off their lights for one hour to send a message to the world about the importance of taking action now to curb global warming.

Fairfax Media have formed a partnership with the World Wildlife Fund (Australia) to make this event as immediate and compelling as possible.

The objectives of Earth Hour are very straightforward:

- Get as many individuals, households and businesses as possible to turn off their lights for one hour as a collective statement about the greatest contributor to climate change -- carbon-sourced energy -- and the need to manage it better to reduce global warming
- Educate the community on the threat of global warming and what each individual can do to make a difference
- Get corporate participants to communicate Earth hour through internal and external channels
- Provide a precedent for an annual event and seek involvement from other countries
- Obtain measurements from power generators of the greenhouse gas reductions during Earth Hour
- We aim for a 5% reduction, the equivalent of taking 75000 medium sized cars off the road for one year.

Who can enter?

To be eligible you must be:

- A team of four (4), two print (one writer and one art director/graphic designer) and two cyber specialists.

Both team members must be:

- Aged 28 years or under (ie born after 26th June 1978)
- be an Australian citizen or permanent resident
- be currently employed by an advertising agency in Australia

If your entry wins the competition Fairfax will require you to provide proof of eligibility.

Terms and conditions of entry

1. All entries submitted to the competition must be:
 - Print: mounted on a foam-core board no bigger than A3 size.
 - Cyber: final artwork supplied on disk + printed and mounted on a foam-core board no bigger than A3 size.
 - All entries must be clearly labelled with the names of all team members, the agency they work for, and the name of the creative.
2. Entries must be sent to the following address:
Young Creatives 2007
ZAC SKULANDER
Fairfax Media
Darling Park
201 Sussex St
Sydney NSW 2000
3. Definitions:
 - Cyber – online or digital advertising entry
4. All entries must be received by 5pm, March 9. It is the responsibility of entrants to ensure their entry arrives before the closing date. Any entries received after that time will not be eligible and will be excluded from judging. No extensions of time will be given.
5. Fairfax accepts no responsibility for delayed or damaged entries. Any entry material submitted will not be returned.
6. Competition winners will be selected at the sole discretion of the judging panel and no correspondence regarding that decision will be entered into.
7. By entering this competition you will be providing Fairfax with personal information that Fairfax will utilise to administer the competition. Your personal information may be disclosed to other parties assisting with the administration of the competition. You have the right to access your personal information.

Winning Entry

The winning team will secure the opportunity to represent Australia at the international Young Creatives Competition in Cannes. The Cyber team will be entered the Cyber competition and the Print team will be entered into the Print competition. Airfare and accommodation in Cannes will be provided by Fairfax. (NB: Travel insurance needs to be arranged by the individual). Once there, you will be representing Australia and will be given a brief to execute. You will be asked to turn around an award winning ad in just 24hrs. It is highly recommended that a member of each team (print + cyber) has Mac skills to bring your idea to life.

By entering this competition you agree to be bound by the above terms and conditions.