

Young Lions Print Competition

COMPETITION OVERVIEW

The Young Lions Print Competition challenges talented young professionals to create a print ad in response to the competition partner's brief. Teams must comply with the terms of the Young Lions Competitions Greece.

TIMETABLE

Briefing	Tuesday 26 March	11.00, online
Deadline	Wednesday 27 March	12.00, online
Winners announcement	TBA	

ELIGIBILITY

To be eligible to compete in the Print competition the team must be made up of two young professionals, **age 30 or under**, born on or after **23 June 1993** working in creative communications / advertising / digital agencies. Freelancers will be accepted to compete in this competition. In-house creative teams from client companies are also accepted to compete in this competition.

DELIVERABLES

Each team must submit the following (online at www.younglions.gr):

1. A single **double page spread A3 landscape print ad** (42 x 29.7cm)
2. **The Written Submission**
 - explaining the background of the idea including the situation, brief and the objectives (150 words)
 - describing the creative idea, demonstrating how the idea was designed to earn attention from the target audience (150 words)
 - describing the strategy and insight behind your work, including the target audience and how your print ad answers the brief (250 words)
3. Valid copy of both team members' National Identity card showing the date of birth clearly.