

Young Lions Digital Competition

COMPETITION OVERVIEW

Teams will be asked to create an integrated digital led campaign, explaining how the use of technology answers the brief in a creative way. The objective is to show how the power of digital technology can answer the brief and provide a creative solution aligned to the technological evolution (online and/or mobile). 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
Presentations	Thursday 28 March	5 min online (via Zoom) Presentation & 5 min Q+A
Winners announcement	TBA	

ELIGIBILITY

To be eligible to compete in the Digital 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 will be asked to submit the following (online at www.younglions.gr):

1. Written submission

An A3 format entry that showcases their digital campaign and consists of:

- **Background of the idea**, including the situation, brief and the objectives (150 words)
- **Creative idea**, demonstrating how the idea was designed to earn attention from the target audience. (150 words)
- **Strategy**, including data gathering, target audience (consumer demographic/ individuals/organisations), relevance to digital platform and approach (150 words)
- **Execution**, including the implementation, timeline, placement and scale. (150 words)

2. Digital presentation image JPG

A visual presentation of your work, including images and English text, concisely summarising the brief, execution and results.



3. Digital Supporting Content - OPTIONAL

Digital images (jpeg) that may help support your entry in the jury room.

Maximum 3. Only to be included if necessary and relevant.

4. Valid copy of both team members' National Identity card clearly showing the date of birth.