



SNAPCHAT YOUNG LIONS COMPETITION BRIEF

DIGITAL

MEDIA

MARKETING

FILM

DIGITAL

SPONSORED BY



Brief in one sentence

Create a movement for environmental change by crafting a mobile-first campaign that encourages Gen Z to drive impact and change in Australian culture.

The Client

Snap Inc. is a camera company.

We believe that reinventing the camera represents our greatest opportunity to improve the way people live and communicate.

We contribute to human progress by empowering people to express themselves, live in the moment, learn about the world, and have fun together.

Snap Inc was founded on September 16, 2011, by Evan Spiegel and Bobby Murphy, and is headquartered in Santa Monica, California.

The Challenge

They say a picture is worth a thousand words – so why are some people still using text?

We've witnessed a fundamental shift in the way people communicate over the past few years.

In line with the advancement of smartphones, the continued penetration of mobile devices and the evolution of the camera, people have realised that being able to capture a moment and share it instantly is much more powerful than just sending a text. And now, people are starting to talk with pictures as their daily norm.

Like most communication shifts, this has started with the early adopters – the youth of Australia (Millennials & Gen Z's).

The Brief

Create a movement by crafting a mobile-first campaign that encourages Gen Z to drive impact and change in Australian culture.

Campaign Objectives

- Launch a mobile-first Snapchat campaign that leverages the Gen Z audience to drive awareness and action for environmental change in Australia.
- Educate those exposed to the realities of the impact humans have on the environment.
- Seek change with a press-worthy campaign that will spark attention and wider global discussion.



DIGITAL

SPONSORED BY



Target Audience

On average, over 210M people use Snapchat daily to communicate with their close friends.

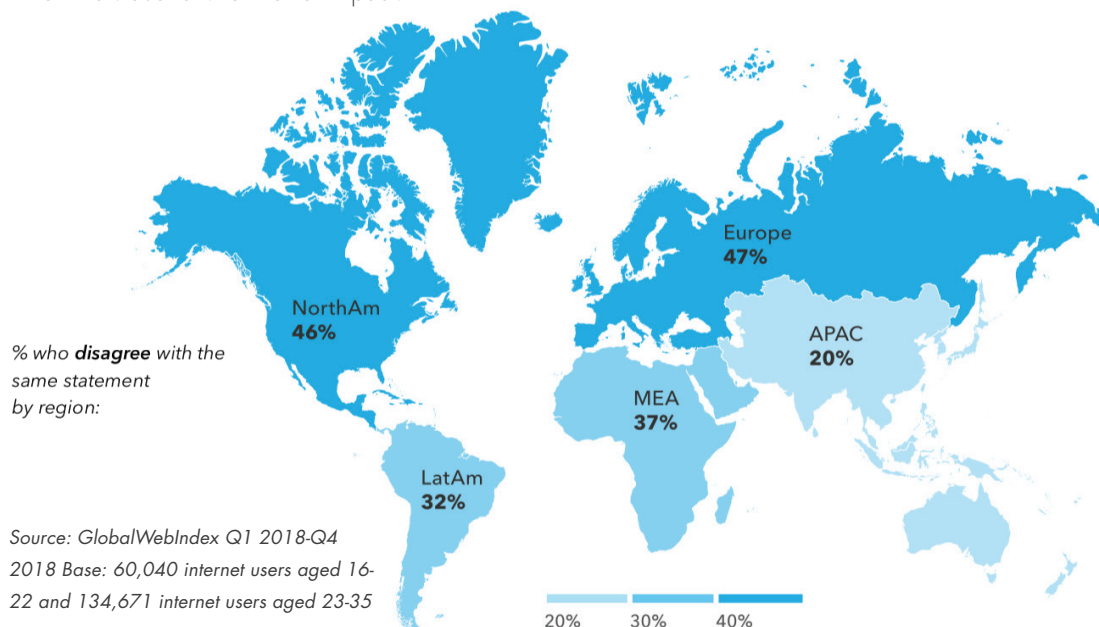
One of the most influential audience groups on Snapchat is Generation Z, the next generation.

There are over 4.6M Gen Zers in Australia, and Snapchat can reach over 3.5M of them. To put that in a global perspective, in the US, Snapchat reaches over 90% of Gen Z, which is more than Facebook, Instagram and Messenger, combined! The influence that this audience has, literally speaks for itself.

- With this value in tow, many Gen Z's, some of whom are already starting to enter the workforce, are leveraging their social platforms to build communities and creative endeavors that are intertwined with a passion for advocacy.
- Gen Z are not single taskers. They are poets, visual artists, entrepreneurs – using social channels and multiple mediums to create and tell a story in the camera to connect with others. They are authentic in this connection, with nearly 60% of Snapchat's Into Z Future survey respondents saying their output on social apps represents the real, everyday version of themselves.
- Snapchatters relate to brands making a difference. Gen Z have extremely high standards for brands, with 77% thinking that brands need to adhere to higher ethical standards than they already do.

Insights

- Gen Z have a sharp focus on global, widespread issues that will affect their generation and generations to come. This group has their eyes wide open to the issues going on in the world and are keen to make a difference - they value authenticity and social responsibility.
- Gen Z have grown up immersed in a digital-first society marked by severe shifts in environmental circumstances. They are a hyper-connected, highly opinionated generation, moved to activism as the internet and social media landscape has made them acutely conscious of their individual environmental impact:



DIGITAL

SPONSORED BY



Key message

Leverage authentic connection and creativity on Snapchat to drive impact for environmental change.

Tone of voice & brand guidelines

- Simple, honest and creative.
- Please refer to Snapchat brand guidelines for more www.snap.com/en-US/brand-guidelines/

Budget

- \$850,000 AUD

Timeline

- Campaign will be implemented in June 2020 and run for three months. It will launch on World Environment Day, the United Nations' principal vehicle for encouraging awareness and action for the protection of our environment.

KPI

Success for this campaign will be measured by:

- An innovative idea that embraces both creativity and an understanding of mobile communication.
- An idea based on a strong insight and backed by audience data.
- A clear strategy that aligns with the Snapchat platform.



DIGITAL

SPONSORED BY



Submissions

A PDF presentation of no more than 10 slides describing the digitally led strategy and campaign that will demonstrate:

- The creative insight – how can creativity help solve a problem
- What the solution is – what platforms, technology and tools are used and why
- How the solution will help answer the brief and solve the challenge

Please include a summary slide which will visually summarise your campaign in one pdf slide.

Maximum word count of 1,500 words.

- All entries to be submitted online at: canneslionsaustralia.com.au/younglions_submission/
- Content to be submitted directly into submission portal in PDF format
- Entry may be accompanied by supporting material (word count inclusive)
- Teams are comprised of no more or no less than 2 people
- All responses must be original work

Judging Criteria

Creativity (50% of vote)	Is the work innovative and surprising? What is the potential for impact?
Strategy (including insight) (20% of vote)	Brand relevance, choice of campaign elements, target audience, approach
Relevancy to brief (20% vote)	Does the work answer the client's brief?
Execution (10% of vote)	Is there rigour in the execution? Would the campaign work?



MEDIA

SPONSORED BY



Brief in one sentence

Get guys ready to move closer by breaking down the barriers of attraction.

Background information

For years, Lynx helped you get the girl. The Lynx Effect was the idea that put Lynx Africa in school bags and locker rooms around the country.

Let us jog your memory... www.youtube.com/watch?v=4umisHezHZw

But as society has opened its eyes and become #woke, The Lynx Effect suddenly felt inappropriate and frankly, it encouraged the objectification of women. Further, the Lynx Effect catered to heterosexual males, ignoring the diversity of male identities in society.

Then, Lynx went silent. Suffering an identity crisis. Unable to use a brand idea that had worked for so many years, unsure how it should pivot it's positioning without losing itself in the process...

Until now... This brief is the opportunity to land a new position of one of Australia's biggest brands, bringing back the brands mojo, underpinned by a new mission.

The Brief

Lynx has a new mission that will underpin the future positioning of the brand. This brief is the opportunity to kick off this new mission with a BANG! and start a conversation.

The Issue:

Young guys are facing a growing crisis of confidence in getting up close and personal

Why?:

- They lack knowledge and experience (the art of conversation, F2F social skills, know-how of dating, relationships and sex).
- Their expectations are misplaced (pressure to live up to online persona, how dating, relationships and sex "should" go, education via pornography and male stereotypes)

Lynx's Role: Be the wingman

The 3 pillars we will activate on to achieve this are:

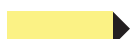
1. Education on lack of dating/sexual knowledge and experiences
2. Building self confidence
3. Tackling misplaced expectations of sex and attraction

Target Audience

Our ambition with this brief is to reach young guys who are on their journey of awakening, taking them from a Lynx-Virgin to a Woke-Wizard on all things attraction and sex. However, while our young guys are important, we also want to make the country aware that Lynx is back baby!

So, we have 3 Demographic Segments for this campaign:

- Gen Z Men 13 – 24
- Men 25+
- Parents of Male Teenagers



MEDIA

SPONSORED BY



Insights

Young guys today lack the confidence to make the move with the girl/guy they like:

- Gen Z are dating 1/3 less than previous generations
- 65% of guys don't feel confident when it comes to face to face social situations
- 1/3 of them use dating apps because they are nervous about approaching someone they are attracted to IRL

Campaign objective

This should be less about a campaign and more about the long-term positioning of the Lynx brand. Everything we do from this moment on, whether it be a product launch or a content series, will be anchored in this new mission. We are looking for a response that will kick start our new mission and set us up for the future.

Success Metrics:

We want to see guys growing up feeling confident in moments where they meet girls (or guys) and having positive and healthy dating experiences.

- Positive sentiment for Lynx brand campaign in 2020
- Start an organic conversation about the minefield that is being a young man in a post-#metoo world
- Take advantage of digital to reach young people where they are – online – thereby demonstrating that technology is part of the solution
- Improve brand metrics of "Is a cool brand"
- Genuinely impact and educate young people

Key message

Get guys ready to move closer by breaking down the barriers of attraction.

Tone of voice

In plain English, we want to unstuck the headf#ck that is modern attraction.

- Lynx is the Wingman in this situation.
- Inject urgently needed humor in the awkwardness surrounding this
- Tone of voice is fun, irreverent

Budget

\$1,000,000 AUD

Timeline

Live Date: June 2020

Campaign Period: "Always On" June – December 2020

KPI

- Brand Awareness: 55%
- 'Is a cool brand' metric: 43%
- Penetration: +100bps



MEDIA

SPONSORED BY



Submissions

A PDF presentation of no more than 10 slides describing the creative and media activation campaign that will demonstrate how you:

- Engage the target audience in an innovative and effective way, with an emphasis on technology
- Unearth insights that drive effective communication strategies
- The strategic idea must be demonstrated clearly across the selected media channels, including digital and the winner is the team creating the most compelling communications strategy to meet the marketing challenge

Please include a summary slide which will visually summarise your campaign in one pdf slide.

Maximum word count of 1,500 words.

- All entries to be submitted online at: canneslionsaustralia.com.au/younglions_submission/
- Content to be submitted directly into submission portal in PDF format
- Entry may be accompanied by supporting material (word count inclusive)
- Teams are comprised of no more or no less than 2 people
- All responses must be original work

Judging Criteria

Creativity (50% of vote)	Is there a driving creative idea with potential for industry impact?
Strategy (20% of vote)	Is there a strong idea at the heart that brings the campaign together?
Relevancy to brief (20% vote)	Is there an insight that unlocks the target audience?
Execution (10% of vote)	How deep is the understanding of the brief/challenge?



MARKETING

SPONSORED BY



Brief in one sentence

Develop a marketing and brand strategy to re-introduce a major fashion lifestyle retailer who has lost customer awareness and engagement under a failed 100% digital media strategy.

Background information

You work for a major fashion and homewares retailer with an established and strong national brand presence.

The Challenge

Last year the brand removed all cross-media investment to a 100% digital strategy. The result was a dramatic 22% decline in sales revenue over 8 months, with the deepest decline in the EOFY sale window 56% under budget and estimated overall 12% market-share loss.

With brand equity at the lowest in six years a new team has been implemented to develop a strategy to bring the retailer back to the forefront of consumer's minds when making purchase decisions for both planned and unplanned purchases.

The Brief

Develop a marketing and brand strategy to re-introduce a major fashion lifestyle retailer who has lost customer awareness and engagement under a failed 100% digital media strategy.

Objectives

- Develop a campaign approach across EOFY including a loyalty program incentive
- Build mass reach with consideration to short term sales activation coupled with long term brand equity build
- Regain market share against competitors

Target Audience

Women across three key age groups:

- 25-35 – Young Professionals, new homeowners
- 35-50 – Professionals, Mothers and Primary Household purchasing decision-makers
- 50+ - AB Quintile + Empty Nesters, Mothers, Grandmothers

NOTE: Bonus consideration will be provided for those who consider the non-target markets and look to addressing market segmentation groups. Refer Binet & Field modelling and case study work to assess opportunities to not only re-engage the lost 22% of existing markets to those perhaps not explored. Prospective audience growth opportunities will be welcomed.

Understanding the media landscape and the strengths and weakness of each channel across the path to purchase journey is also critical. Acquisition alignment with established medias and post-engagement considerations will be important to your work.



MARKETING

SPONSORED BY



Insights

Circulation and readership are keenly sought after to reach the Target Audience as is cross-channel for circulation and audience engagement.

Length of readership and dwell time is critical in developing brand dialogue and recall triggers along path to purchase – immediate (unplanned) and future (planned) purchasing.

Consider:

- The development of collateral that builds brand equity and relevance – ‘I may not be looking to purchase today, however I do purchase clothes and homewares often’.
- Campaign approach to impact path to purchase journey and secondary or shared readability and trusted advisor influence.
- Brand values – quality, style and versatility lifestyle design. This is a brand that offers premium, quality clothing that is in keeping with the modern female and family. From career-wear to leisure-wear, children to homewares, this brand offers a lifestyle of Summer dressed in linen, Winter cajoled with woollens, Autumn sprinkled with outdoor earthiness and Spring coloured with adventures.

Tone of voice:

Open, concise and real. People are people, leave the jargon at the door and get real with people.

Who, what and how we are what we should be honest and make sense.

Timing and Budget

EOFY – however consider the longer term brand equity build opportunities.

\$500,000 external budget



MARKETING

SPONSORED BY



Submissions

Teams are required to develop a Communications brief that clearly outlines the challenges in the brief and then create a product/service solution in response

The response should include:

- Project/product description
- Target audience
- Insight
- Campaign objectives & business outcomes
- Key message
- Tone of voice
- Deliverables
- Budget
- Timeline
- KPIs

Please submit a PDF presentation of no more than 10 slides as the brief. One slide should be a summary slide which will visually summarise your campaign in one slide.

Maximum word count of 1,500 words.

- All entries to be submitted online at: canneslionsaustralia.com.au/younglions_submission/
- Content to be submitted directly into submission portal in PDF format
- Entry may be accompanied by supporting material (word count inclusive)
- Teams are comprised of no more or no less than 2 people
- All responses must be original work

Judging Criteria

Clarity of the brief (10% of vote)	Is the brief short and concise?
Strategy (40% of vote)	Is there a good understanding of the client organisation and its aim as well as the specific aims of the campaign?
Overall concept and message (25% vote)	Is the central concept original and realistic?
Perceived Effectiveness (25% of vote)	Do we expect the campaign to be effective in meeting the objectives of the brief?



MARKETING

SPONSORED BY



Resource: Strengths of your toolbox – know your media

1. Television: Put your message in motion.

There is an inherent sexiness to television: the celebrity, the massive audience. The ability to use sight, sound, color and motion creates a compelling opportunity to deliver a powerful message in an engaging medium, if done effectively.

Key Benefits: broad reach, dynamic and visual medium

Constraints: cost, inventory, production investment, time-sensitive

2. Magazines: Take ad-vantage of a trusted source.

Print continues to deliver the most local connection to consumers, and magazine mastheads trump other media in terms of trustworthiness, community connection, advertising efficacy, and overall engagement. Women in particular are a strong cohort of dialogue across social matters discussed within the magazine pages and research shows women will apply trust from the magazine masthead, i.e. Women's Weekly, to the trust then applied to the advertiser.

Key Benefits: broad reach, local connection, timeliness, visual medium, inventory, retention

Constraints: immediacy

3. Digital Video: Engage a more targeted audience.

Much like television, digital video offers the ability to showcase products and services in a compelling, creative manner. However, digital video is more targeted and cost-effective than television, which means it delivers a more qualified (though notably smaller) audience.

Key Benefits: targeted reach, dynamic and visual medium

Constraints: production investment

4. Catalogue/Brandzine

With over 8 billion catalogues distributed throughout the Australian market each year, Retailers are aware of the power and effectiveness. Catalogue offer ownership of product range and brand messages at a fraction of the price to produce as other channels. Women are

the highest readers of catalogues compared to other channels, with over 70% of women reporting they look to catalogues for new ideas. Catalogues are viewed by consumers as 'useful' and a sought after channel, complaints of not receiving catalogues in the sales window spike as consumers look to catalogues for value and product awareness.

Key benefits: ownership, trusted, cost-effective, mass-reach

Constraints: measurement, direct supply (non-agency)

5. Radio: Get your message in tune.

Like other media, radio (digital, satellite, and terrestrial) continues to evolve in terms of how consumers take control and program their channels. That said, the strength in radio remains in frequency: the medium is used habitually (morning routine, evening commute) and provides the opportunity to conjure grand images in advertising by relying on listener's imagination.

Key Benefits: frequency, power of imagination, local connection (terrestrial)

Constraints: cost, inventory, time-sensitive

6. Social: Let your message mingle.

Often times social is heralded as the darling child of media for local businesses because it is "free." While creating social media accounts and populating them with content can be done without charge, there is significant investment required for developing, programming and managing content. Social channels are also limited in that platform algorithms deprioritize organic content, so it has evolved into a pay-to-play space. Still, the inherently opted-in audience and conversational nature of social creates an opportunity to connect with consumers on a personal level.

Key Benefits: audience targeting, engaged / opt-in audience, showcase for content

Constraints: limited creative space, personnel investment, click bait, fake news

7. Direct Mail / Loyalty

Direct-mail advertising is highly measurable and targeted. Keeping track of responses and sales uptake to each mailing allows marketers to calculate the profitability to the

MARKETING

SPONSORED BY



final cent. Customisation technologies across print allows for high individualisation with a strong database, as well the opportunity to enrich data-sets through engagement strategies. Whilst mailing units is becoming more expensive, the initial costs have been shown as returning higher value and should not be overlooked especially given 96% of consumers read their mail – compared to other channels this mass channel has very little waste.

Key Benefits: targetable, measurable, flexible, customisable
Constraints: cost limitations across postage rates, database strength

8. Email marketing

Email continues remains a strong medium because of its portability and personalization. It is best used when it can be tailored to a customer's history and their position within their purchase cycle. This requires database management and some degree of marketing automation, both Herculean efforts onto themselves, but the results warrant the effort.

Key Benefits: engaged / opt-in audience, customization
Constraints: limited creative space, platform investment (for serving and / or automation)

Further information will be provided at the Workshops across Melbourne and Sydney or go to www.therealmediacollective.com.au



FILM

SPONSORED BY



UnLtd:

Brief in one sentence

Inspire victims of bullying to speak up, even when their voice shakes.

Background information

UnLtd is a social purpose organisation connecting the media, marketing and creative industries with charities helping children and young people at risk. Dolly's Dream is one of UnLtd's 15 charity partners dedicated to combat bullying and cyberbullying.

An anti-bullying initiative, Dolly's Dream was set up in memory of Amy 'Dolly' Everett, aged 14, who took her own life on 3 January 2018 after an extended period of bullying and cyberbullying. Dolly left behind her parents Tick and Kate and her sister Meg, who are now focused on preventing other families and communities from going through the same devastating experience.

Dolly's Dream is supported by national children's charity, the Alannah & Madeline Foundation, whose key objectives include reducing the incidence of bullying, cyber bullying and other cyber risks, and, advocating for the safety and wellbeing of children.

Brand Values

The Dolly's Dream brand values below act as a guide that help drive our mission:

- Kindness
- Education
- Empowerment
- Delivery

Key themes being tackled for the year

- Initiating cultural change by empowering young people, families and communities to speak up against bullying and cyber bullying.
- Continued awareness-raising of bullying, cyber bullying, and its devastating effects.
- #bekind – spreading the universal theme of kindness and how this in turn results in a more connected and compassionate society.

The Brief

Inspire victims of bullying to speak up, even when their voice shakes - initiate cultural change by empowering young people, families and communities to speak up against bullying and cyber bullying. Remove the feeling of hopelessness that can prevent victims of bullying from speaking up.

Campaign objective

What is the objective of this campaign

- Eradicate feelings of hopelessness amongst victims of bullying, so they speak up
- Change attitudes

Target Audience

Our ambition is to reach young people in Australia.

The Dolly's Dream community is broad and consists of parents, carers, teachers and teens who live in metro, regional and rural Australia. Bullying and cyber bullying is an issue that doesn't discriminate by demographic. The community includes people from all different backgrounds and cultures.



FILM

SPONSORED BY



UnLtd:

Insight

- When young people are bullied, they need to tell a trusted adult rather than handle it themselves. Recent research shows that one in seven bullied young people feel nothing could help them. We want young people to know that's not true.
- Although suicide is part of the Dolly's Dream origin story, it is not a featured part of the current-day narrative. Our preference is that this not be focused on or featured in any way.
- One in five Australian students are cyber bullied.
- These figures are much higher if the student is LGBTBQI, from a CALD or refugee background, has a disability or lives in a regional or rural area.
- 910,000 students are bullied in Australia annually through an estimated 45 million bullying incidents. The Economic Cost of Bullying in Australian Schools – Alannah & Madeline Foundation, March 2018 <https://www.amf.org.au/media/2505/amf-report-280218-final.pdf>

What does success look like to you with this campaign?

- An upsurge in empowering conversations between trusted adults and young people
- Build reach on digital and social channels through awareness and information-seeking

Key message

Speak up even if your voice shakes

Tone of voice

Dolly's Dream is, at the heart, very grassroots and community driven. It speaks to and for the everyday Australian, and has a casual and colloquial style to its tone and voice. Reference all official Dolly's Dream communication channels for the best understanding.

Are there any big no's when it comes to imagery or messaging

- Never say bullying causes suicide.
- Don't use photos of very young Dolly in Akubra hat.

Budget

- \$0

Timeline

- Do It for Dolly Day – Friday 8 May 2020



FILM

SPONSORED BY



UnLtd:

How long will this campaign run for?

As long as it takes for attitudes to change with regard to speaking up. No fixed time period. Dependent on pro bono media and continued resonance of creative idea

KPI

How will we judge the success of the campaign?

- Upsurge in conversations
- Upsurge in education around key themes
- The above best measured by an increase in Dolly's Dream brand and content-related search queries, social media followers, website traffic and interest within the audience network

'Do it for Dolly Day' in 2019 resulted in the following. We would like to see similar impact with the release of this film, particularly those which prove we are engaging new visitors.

Website traffic

- Page views up 290%
- Facebook referral traffic up 189% on the previous week
- Google referral traffic was up 428%
- 90% of visitors to the website were new
- 40% of page views for the week were to the Do it for Dolly Day page

Social media

- Reached 455,734 people on Facebook and 93,036 on Instagram
- Received over 1,300 new likes on Facebook and
- Received 3,365 new followers on Instagram

Media

- Over the 31-day period from 15 April to 15 May the total reach for the 'Do it for Dolly Day' message was approximately 4 million Australians
- The value to Dolly's Dream of this coverage was close to \$1 million



FILM

SPONSORED BY



UnLtd:

Submissions

Teams are required to come up with an original idea, film your footage and edit it into a captivating ad.

The response should include:

- 60 second film
- The written explanation (300 words)
- A short summary of what happens in the film (150 words)
- Cultural/context information (150 words)
- Please explain any cultural terms, references or viewing context which you feel need explanation
- All entries to be submitted online at: canneslionsaustralia.com.au/younglions_submission/

Please submit your film uploaded onto a public site ie. YouTube or Vimeo (Unlisted or password protected) – please specify password in supporting documentation). 60 seconds maximum.

Accompanying your video link should be a PDF with accompanying explanation. Word count as per above.

- All entries to be submitted online at:
- Content to be submitted directly into submission portal as URL link and PDF format.
- Teams are comprised of no more or no less than 2 people
- All responses must be original work and footage (no stock footage permitted)

Judging Criteria

The creative idea (50% of vote)	Is the work innovative and surprising? What is the potential for industry impact?
Strategy (including insight) (20% of vote)	Brand relevance, choice of campaign elements, target audience, approach
Relevancy to brief (20% vote)	Does the work answer the clients brief?
Execution (10% of vote)	Is there rigour in the execution? Would the campaign work?

