



UK Young Lions Competitions 2023

Dear UK Young Lions Competition Participants,

As UK Representative for Cannes Lions, we are looking to find the very best young creative talent to join our Team GB to compete on behalf of the UK at the festival against other advertising professionals from around the world.

Together with our partners we will be taking 12 winners of the UK competitions to Cannes to take part in the Global Young Lions competitions.

We are excited to be setting an in-house brief that is central to the Advertising Association's 3-year strategy. This document provides all the information you will need to complete your competition entries. You will find instructions for all deliverables within this document.

All competition entries are due no later than midnight (GMT) on Monday, March 13, 2023

We wish you the very best of luck with your entries!

Best regards,

Advertising Association

Thank you to our partners:

**ADVERTISING
ASSOCIATION**

 **Clear Channel**


Department for
International Trade



Background Information

Advertising Association

The Advertising Association represents the whole of the advertising and marketing communications industry. Our members include the advertisers (represented by ISBA), the advertising agencies (IPA and APA), all the media, including commercial broadcasters, publishers, social media, and platforms, outdoor, cinema and radio, as well as marcoms bodies such as the DMA (Data and Marketing Association) and MRS (Market Research Society).

We represent the collective views of the industry to Government, Parliament, and wider opinion-formers. Our think-tank, Credos, produces research reports examining the contribution the advertising industry makes to the economy and society.

About the advertising industry in the UK

- Every £1 spent on advertising contributes £6 to UK GDP.
- Advertising supports nearly a million jobs across the length and breadth of the UK and over half (57%) of jobs in advertising in the UK are based outside London.
- The latest Advertising Association/WARC Expenditure Report (January 2023) showed adspend rose 4.3% in the Q3 2022 to reach £8.5bn, with spend during the first nine months of the year up 10.8% at £25.3bn.
- The UK's ad market is expected to grow by a further 3.8% this year, totaling £36.1bn, reflecting a downgrade of 0.4pp from the previous forecast in October. The UK's ad market is now thought to have reached a total of £34.7bn in 2022, as preliminary estimates put growth at 8.8% last year
- The projection for 2023 is on par with the previous forecast (published in October 2022) but equates to a 3.0% real terms decline once inflation is accounted for.
- Three in every four pounds spent on UK advertising today is invested in one of a wide range of online formats.
- According to the AA's report The Pandemic Effect, UK adspend was worth £31.9bn in 2021 – £8bn larger than April 2020 forecast – equating to a growth of 34.3% year-on-year. This means a contribution of approximately £190bn to the economy.
- Although adspend did see a significant drop during the early stages of the pandemic, it recovered rapidly in 2021. This was due in no small part to the rapid growth in digital adspend that was facilitated by a rapid growth in online retail.
- The coronavirus pandemic saw the UK government become the UK's no 1 advertiser. Public trust data from Credos shows that the social contribution of advertising (such as promoting health messaging) is a significant driver of trust – underscoring how making a positive social contribution is an opportunity for the industry to do more on big issues.
- 46% of the public already feel that advertising has a positive impact on society and 42% of adults believe advertising can help make the world a better place, according to Credos' report into advertising's social contribution (Ad Pays 8).
- The UK is the largest online advertising market in Europe, and the third largest in the world behind the United States and China.
- With online retail spend of \$2,648 per capita, the UK has the world's most avid online shoppers.
- The advertising and marketing industry employs 389,000 people and supports 1 million jobs.

- More SMEs advertise now than ever - rising from 30% of SMEs in 2013 to 42% in 2017 – as the opportunity to target consumers more effectively on a small budget has never been better.
- Annual UK exports of advertising and marketing services were worth £11.7 billion according to the latest ONS figures for 2020, remarkably sustaining the same level as pre-pandemic conditions of 2019.
- The UK exports more advertising services than it imports to the tune of £5bn. And the UK is second in the world (to the US) for advertising services exports.
- A large and diverse ad tech sector flourishes in the UK, employing tens of thousands and comprises more than 300 UK-headquartered companies, attracting more than £1bn in investment since 2013.
- The UK is the world's most advanced online advertising marketplace, with UK online adspend the highest in the world relative to the size of its economy, according to Credos' Ad Pays 7.
- Since 2005 the UK has won more Cannes Lions than any other European country – nearly 1,700.
- Four of the nine global award winners of Campaign's Agency of the Year 2020 were headquartered in the UK.
- Advertising finances UK culture, media and sport, valued at £10bn a year.
- The creative industries contributed over £100 billion in gross value added to the UK economy – greater than aerospace, automotive, life sciences and oil and gas sectors combined.

We have recently published a new report on Talent (you can download this via the resources section on page 6 of this brief).

Our talent is the lifeblood of the advertising and marketing industries. Our people's skills and expertise are what makes our industry sectors world-leading, and the UK a global advertising and marketing hub, exporting services and attracting inward investment to this country.

However, we have a talent shortage. The combined effects of COVID-19, inflation and Brexit have resulted in a tight labour market; one in which everyone, including the advertising and marketing industry, is struggling to recruit and retain talent, with intense competition across sectors.

Our industry's ability to develop creative and technical talent for a data-driven economy has been neglected and our longer-term outlook does not look promising either. We are suffering from both a diminished talent pipeline and an inability to hold on to the talent we already have. It is time that we address this problem and look for ways to recruit new talent, as well as retain that talent long term, because, ultimately, our people are the single most important factor for ensuring the quality and quantity of services we need to deliver now and in the future.

That is why, at the beginning of 2022, we set up a Talent Task Force to look at this problem. One of its first actions was to commission Credos, our think tank, to conduct preliminary research to inform our course of action.

LOW AWARENESS OF ADVERTISING AND MARKETING AS A CAREER CHOICE

The first problem raised by our Talent Task Force was the lack of awareness surrounding advertising as a potential career choice. We currently under utilise our expertise to create campaigns which advertise the benefits of working in our industry. In other words, we need to advertise advertising. We need to reach out to schools and universities up and down the UK and proudly tell people about advertising as a valuable and fulfilling career choice.

As an industry, we are currently falling at the first talent hurdle. We need to remind people just how brilliant an industry advertising can be to work in – creative, strategic, exciting, inspirational, varied, sociable, high-energy and enjoyable. It is crucial that we show that Britain remains a global advertising and marketing powerhouse, a hub for creativity and tech and a ‘must’ for the best talent from around the world.

Credos’ research has shown that schoolchildren and college students do not prioritise advertising and marketing as a future career, in stark contrast to other professions such as teaching, medicine, banking, nursing, and law. We must raise the industry’s profile as a potential career option amongst young people considering their first job, as well as for more experienced workers looking to transfer to advertising and marketing.

There is an especially marked need for people with digital and data skills. In 2019, there were an estimated 3,500 hard-to-fill vacancies across advertising and market research companies¹. This number is likely to have increased significantly since the pandemic as the HR experts to whom we spoke reported increased skills gaps and shortages across a variety of roles, especially digital and data skills.

Shortages in this area are already reflected in recruitment, with 46% of businesses across the economy struggling to recruit for roles that require digital and data skills³. As a result, the advertising and marketing industry is not only competing amongst themselves, but also with other industries (e.g., financial services, tech sector) which often have considerably better compensation packages, decreasing our attraction potential.

Without advertising being one of the first industries to spring to mind for prospective job-hunters, the drain of talent from the advertising industry may evolve into a chronic, long-term problem. Instead, we need to ensure a steady flow of enthusiastic, interested and ambitious talent that can bring new ideas to the industry, challenge the people already here and champion the fantastic work being done in UK advertising.

The Competition Brief for UK Young Lions 2023: Advertising Advertising

Overall objective:

To develop an advertising campaign targeting school and university leavers and potential career 'switchers', plus those that influence them: schools, colleges, and the wider community. The campaign should publicise how dynamic an industry advertising can be. The campaign will include creative assets to showcase the industry to politicians, journalists, and other opinion-formers to illustrate the vast array of skillsets and career paths that are possible.

The campaign will be targeted at everyone: young people, schools, and colleges but also to the wider community. The aim is to make working in advertising and marketing a compelling career choice for people of all ages and backgrounds.

The supporting objectives to achieve this are:

- To encourage more young people in the UK to choose a career in the advertising industry.
- To make the UK advertising industry an attractive choice to anyone at any stage of their career, including those returning to work after a period of absence.

You may choose to focus on our overall objective or choose one or two of the supporting objectives to create a compelling campaign to advertise advertising.

The winning work may become part of a real campaign that will be run by the Advertising Association on behalf of the UK advertising industry.

Our Target Audiences – all in the UK

- School leavers
- University / higher education graduates
- Those employed in other industries of all ages

Our Key Messaging

- The UK advertising industry is world class, positively contributes to society and should be attractive to people seeking a career in the creative industries

Our Tone of Voice

- Welcoming, non-patronising
- Positive
- Aspiring
- Action-orientated

Resources you can access:

Our website gives a good overview of all our activity and workstreams: <https://www.adassoc.org.uk/>

You can access various assets [here](#) including:

- Our Talent Report
- Our All In Action Plan
- Our Ad Pays Report on Advertising's Social Contribution. This may be useful in highlighting the positive aspects of advertising.
- Our logos and brand guidelines.

Previous associated events:

We held two events under the banner/strapline "UK Advertising Needs You" as part of a previous campaign to promote a career in advertising (2019) and to highlight how advertising contributes to social change (2020). They are included here mostly for reference.

[2019 event showreel](#)

[2020 event showreel](#)

Our company fonts and "A" logos/visuals and brand guidelines are included for reference but you are not obliged to use these in your work.

Previous YL briefs and work

View the UK Young Lions 2022 Competition Brief [here](#)

Read about the 2022 winners and view their winning work [here](#)

Previous Cannes Young Lions briefs and entries can be accessed [here](#)

The Competition Briefs

1. MARKETERS

To be eligible to compete in the Marketers competition the team must be made up of two young professionals aged between 18 and 30 on 23 June 2023, working for client companies that engage the services of advertising and communications companies (i.e. Intel, Coca-Cola etc.). Advertising agencies may not compete in the Marketers competition.

THE BRIEF

Choose either our overall objective or one or more of our supporting objectives and develop a marketing campaign to effectively advertise a career in advertising.

The campaign should find the most powerful way of engaging with the target audience/s to deliver positive results.

No budget has been specified for the brief, but you may suggest one if you wish.

DELIVERABLES

A PowerPoint presentation of no more than 10 slides to include:

- Summary slide– that visually represents the campaign you are creating
- The marketing campaign insight – what is the lead insight your campaign will capitalise upon and why?
- The marketing campaign idea & activation – what is the central idea of the campaign and how will you most powerfully deliver that idea?
- The marketing campaign measurement & target impact – how will you track and measure success? What impact do you believe the campaign will have?

This should be accompanied by a written submission (maximum 150 words for each slide) to elaborate on your presentation. This may include, as you see fit: Campaign Timeline / Campaign Examples / References / Campaign Budget

The final submission must be uploaded as two pdf documents – the presentation deck and written submission.

The Marketer's Jury will award points according to the following criteria:

- 25% Strategy and insight
- 25% Overall concept and message
- 25% Relevancy to brief
- 25% Perceived effectiveness

2. DIGITAL

To be eligible to compete in the Digital competition the team must be made up of two young professionals aged between 18 and 30 on 23 June 2023, working in creative communications / advertising / digital agencies.

THE BRIEF

Create an integrated digital-led campaign that will build awareness for the overall objective or one or more of the supporting objectives.

No budget has been specified for the brief, but you may suggest one if you wish.

DELIVERABLES

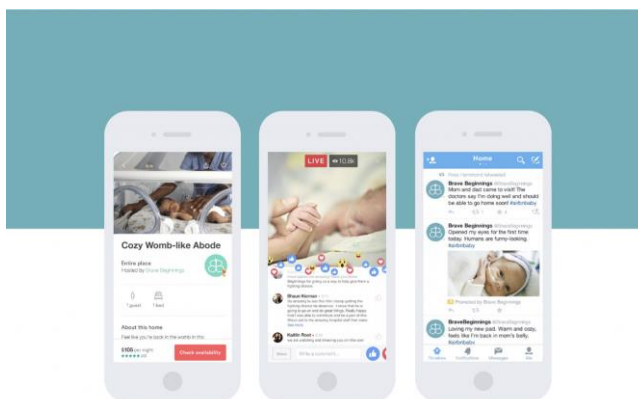
- A presentation page including examples of 3 digital components (in JPEG format, one JPEG for each component). These components could utilize social media platforms, but also any other digital-led execution.
- An image summarizing the campaign (in JPEG format).
- A four-part written submission (150 words per section).
 1. Campaign summary
 2. Creative insight — How can creativity help answer the brief using social media platforms and technology?
 3. Solution — the platforms, technology and tools used and why?
 4. How does it work? How will the digital solution help answer the brief and move the campaign objective/s forwards?

Suggested sizes for each digital component are: 1920 x 1080 at 72 dpi. You may submit different sizes if you wish. No flash or video elements are permitted.

The written submission should be no more than 600 words (150 per section) and the final file must be submitted as one pdf document.

The entire entry should not exceed a file size of 50MB.

Examples of deliverables:



The Digital Jury will award points according to the following criteria:

- 25% Presentation/Craft
- 25% Social Media Concept
- 25% Creative Execution
- 25% Perceived Effectiveness Functionality

3. DESIGN

To be eligible to compete in the Design competition the team must be made up of two young professionals aged between 18 and 30 on 23 June 2023, working in creative communications / advertising / digital agencies.

THE BRIEF

Create a compelling visual identity for the overall objective or one or more of the supporting objectives.

No budget has been specified for the brief, but you may suggest one if you wish.

DELIVERABLES

- A brand identity and a tagline – must be adaptable for use in a variety of applications and cultural contexts and scalable from billboards to mobile devices and extendable across digital, social media and printed collateral
- Max. 250 word description of how this brand identity fits the brief
- Max. 250 word description of how the brand identity would evolve.

Please refer to “Resources you can access” on page 4.

The brand identity and tagline should be submitted as a pdf document.

The written submission should be no more than 500 words and the final file must be submitted as one pdf document.

The entire entry should not exceed a file size of 50MB.

The Design jury will award points according to the following criteria:

25%	The creative idea
25%	Strategy (including insight)
25%	Relevancy to brief
25%	Execution

4. FILM

To be eligible to compete in the Film competition the team must be made up of two young professionals aged between 18 and 30 on 23 June 2023, working in creative communications / advertising / digital agencies.

THE BRIEF

Create a 60 second film that will build awareness for the overall objective or one or more of the supporting objectives.

No budget has been specified for the brief, but you may suggest one if you wish.

DELIVERABLES

- Film and edit a maximum 60 second film and upload it to a site of your choice and provide the url (and password if required) when submitting your entry.
- Provide a max. 300 word accompanying explanation to support the film

Filming may be carried out using a camera of your choice. The written submission should be uploaded as a pdf.

The Film Jury will award points according to the following criteria:

- 25% Originality
- 25% Overall Concept and Message
- 25% Creative Execution
- 25% Perceived Effectiveness

5. PRINT

To be eligible to compete in the Print competition the team must be made up of two young professionals aged between 18 and 30 on 23 June 2023, working in creative communications / advertising / digital agencies.

THE BRIEF

Create a print advertisement that will build awareness for the overall objective or one or more of the supporting objectives.

No budget has been specified for the brief, but you may suggest one if you wish.

DELIVERABLES

Create a single print advertisement (A4 or A3) accompanied by a (max) 300 word written submission.

The ad can be in full colour or black and white. The ad and written submission must be uploaded as two pdf documents.

The entire entry should not exceed a file size of 50MB.

The Print Jury will award points according to the following criteria:

- 25% Originality
- 25% Overall Concept and Message
- 25% Creative Execution
- 25% Perceived Effectiveness

6. MEDIA

To be eligible to compete in the Media competition the team must be made up of two young professionals aged between 18 and 30 on 23 June 2023, working for media agencies or specific in-house media departments in agencies. **In-house media departments of client companies i.e. those that engage the services of advertising and communications companies are not allowed to take part in this competition.**

THE BRIEF

Create a £100k strategic media plan that builds awareness for the overall objective or one or more of the supporting objectives, engages the target audience/s and creates positive action.

Your plan should be focused in July – October 2023. Your media plan should combine innovative media selection with creative uses of the media. Concentrate on why you have selected each media type and how they are intended to be used in a creative and impactful manner. The strategic idea must be demonstrated clearly across the selected media channels. If appropriate, feel free to include PR, Promotion, etc.

DELIVERABLES

Teams should prepare their submissions in the form of a maximum 10 slide PowerPoint presentation. This should be accompanied by a written submission (maximum 150 words for each slide) to act as a voiceover for your deck.

The jury will seek to celebrate media efforts that engages the target audience/s in ways that are simultaneously innovative, engaging, encompassing and effective. Ideas should be kept simple and direct. Costs for the media selected must be realistic, but detailed cost explanations are not required.

The Media Competition does not require teams to become immersed in providing tactical media or numerical explanations. Ensure your presentation demonstrates that you have a clear understanding of the brief.

QUESTIONS TO ANSWER IN YOUR PRESENTATION

- What is the challenge, and what is your insight?
- How does your strategy address both of these?
- How does your plan deliver your strategy? What is your big idea?
- What are your planned KPIs?
- How would you monitor and optimise against KPIs?
- What makes your plan unique and brilliant?
- ...And why will it work?

The final submission must be uploaded as two pdf documents – the presentation deck and the written submission.

The Media Jury will award points according to the following criteria:

- 25% Innovative Media Strategy
- 25% Media Target Insight
- 25% Creative Media Execution
- 25% Perceived Effectiveness

The entire entry should not exceed a file size of 50MB.