

Competition Category: Digital

Terms & Conditions

All Young Lions taking part in the Young Lions Finland 2018 Digital competition **must be 30 years of age or younger, born on or after 22 June 1987**. The competitors taking part must also be employed by a creative communications/advertising/digital agencies (ie. competitors must have a valid contract with the agency) or work on a freelance basis. If you are working within a digital area (for example as a Digital Manager or Social Media Editor) in a media agency or specific in-house media department in agencies you can enter to this category as well. Unfortunately, students are not allowed to take part in the competition.

People entering in creative categories (Print, Digital & Film) can't enter to Media or Marketers categories.

The competitors taking part **enter the competition in teams of two**. At least one of the team members must have a Finnish nationality and both of the team members must live and work permanently in Finland for a Finnish company. The team members can work for the same company or for two different companies. The team can enter once in every creative category (=Print, Digital & Film). Please note that a person cannot enter the competition categories with different team members.

The teams participating in the Digital competition must register in advance by the 2nd of March 2018.

The Young Lions Finland 2018 competition commences when the brief of the competition is published **on Friday 9th March at 4PM. The competition closes on Sunday 11th March at 4PM**, all the entries must be submitted before that. Entries submitted after the deadline will be discarded.

A Jury appointed by Sanoma Media Finland will choose the winning work. The Jury will consist of members of agencies and advertisers. All the entries will be judged anonymously, so do not indicate your name, name of your company or any identifiable information on your work.

Selected Digital category competitors will present their work for the Jury on Thursday 22th March. All the entries will be judged anonymously before the presentations in preliminary judging. The exact presentation times will be sent to the selected teams after the preliminary judging, on Monday 19th March the latest.

The winning teams of all the competition categories (Print, Digital, Film, Media & Marketers) will be sent by Sanoma Media Finland to the **Cannes Lions International Festival of Creativity** to compete in the international Cannes Young Lions competition. Cannes Lions will be held 18–22 June in 2018 and the Young Lions competitions will be held during the festival week. **The winning teams must be ready to travel and to compete in Cannes 18–22 June 2018.** Sanoma will sponsor Festival Passes, flights and accommodation for the teams for the period of the whole Festival.

All work created as part of the Young Lions Finland 2018 competition remains the property of Sanoma Media Finland and can be made available for use by the participating client as they wish. Sanoma nor the client will not pay for creating the work or the use of the work created for the competition or translating the work (from English to Finnish).

Competition Dates

Media, Marketers & Digital registration deadline: 2.3.

The Competition: 9.–11.3.

Print, Digital & Film Jury: 22.3.

Media & Marketers Jury: 23.3.

The shortlists will be announced: 29.3.

The results will be announced: 3.5.

Instructions

The teams taking part in the Digital category must create **an integrated digital campaign**, explaining how the use of digital media answers the brief in a creative way. The teams must use at least three different digital medium in their work. The submitted work must include the following:

- The use of at least three different digital medium
- Written submission of the campaign including:
 - Campaign summary (max. 150 words)
 - Creative insight (max. 150 words)
 - Your solution to the brief (ie. the tools, platforms, technologies used, max. 150 words)
 - Answer to the questions: how does your campaign work and solves the problem of the client? (max. 150 words)
- An image summary of the campaign

The teams will submit their work **as a PDF file** (max. file size is 5 MB). **The work has to be in English.**

The Teams must use only images from Getty Images. Free download facility from gettyimages.com will be made available for every team (Rights Free material) for the competition. The teams may however use drawings, graphics and illustrations created by the team (no photographs).

The teams are expected to deliver a 5-minute presentation explaining the campaign to the jury. Timings are strict and the teams are not allowed to present for more than the allocated 5 minutes. The jury has a maximum of 5 minutes to ask questions immediately after the presentation. The work will be judged based on what the team has included in the slides, so do not present the jury with any extra hand-outs or material as it will not count.

The work will be judged anonymously. Do not indicate your names, names of your companies or any other recognisable information on your work or in the title of the work.

Submissions

Submission form will be available when the competition starts: www.ylf.fi. The final deadline to submit your work is on Sunday 11th March at 4PM.

Millions of questions come in mind after reading this?

Don't worry, **YLF HOTLINE** is here to help! You can reach the hotline via Young Lions Finland Facebook page, email or phone: facebook.com/younglionsfinland / niklas.holm@sanoma.com / +358 40 5768067

The YLF HOTLINE will be on-call during the competition:

Friday 9 March: 4PM–9PM

Saturday 10 March: 9AM–4PM

Sunday 11 March: 9AM–4PM