

Competition Category: Marketers

Terms & Conditions

All Young Lions taking part in the Young Marketers competition **must be 30 years old or younger, born on or after 22 June 1987**, and work for client companies that engage the services of advertising and communications companies or work on a freelance basis. Unfortunately, students are not allowed to take part in the competition.

People entering to Marketers category can't enter any other 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 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 teams participating in the Marketers competition must register in advance by the 2nd of March 2018.

The Young Lions Finland 2018 competition starts when the brief of the competition is published **on Friday 9th March 2018 at 4PM. The competition closes on Sunday 11th March 2018 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 other identifiable information on your submitted work.**

Selected Marketers category competitors will present their work for the Jury on Friday 23th March. All the entries will be judged anonymously before the presentation is 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 contestants are representing the client organization they are working for. The teams act as the client giving the brief and the jury acts as the creative agency. Each team needs to choose a realistic service or a product that their company offers or would be able to offer and create a product based on that (existing) service or product in order to answer the brief. There needs to be a connecting point between the company, the product, the competition client's values and the main objective of the competition brief. **Please note that the work has to be in English.**

All teams must submit:

- **A written submission on a document which has to include:**

a) Max. 250 words describing the campaign, in Arial, font 10. This must be entitled on the document as CAMPAIGN DESCRIPTION.

b) Max. 250 words describing how the campaign will be launched, executed and the appropriate channels used, in Arial, font 10. This section must be titled as CAMPAIGN CHANNELS in the document.

- **A presentation of max. 10 slides (including a summary slide) describing the campaign as a PDF file.**

a) The selected teams will present their slides to the Jury.

b) The submitted file can be up to 5 MB and it has to be presentable as it is.

Teams must use only material from Getty Images. Free download facility from gettyimages.com will be made available for every team for the competition (Right Free material). The teams may however use their own company's image bank in the presentation.

The selected 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 anonymously in the preliminary judging round. Do not indicate your names, names of your companies or any other recognizable 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 40 576 8067.

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