

Competition Category: Media

Terms & Conditions

All Young Lions taking part in the Media category **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 media agency or specific in-house media department in agencies (=they must have a valid contract with a media agency) or work on a freelance basis. Unfortunately students are not allowed to take part in the competition.

People entering to Media category can't enter any other categories. See the exceptions for Digital category.

The competitors taking part **enter the competition in teams of two**. At least one member of the team members must have Finnish nationality and both members 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 Media competition must register in the competition 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 identifiable information on your submitted work.

Selected Media category competitors will present their work for the Jury on Friday 23th 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

Teams taking part in Media category have to develop **a campaign idea** in response to the brief. An innovative media strategy must be produced detailing how the idea will be executed. The jury will expect explanation of the idea and how the team intends to use the selected media, demonstrating how to:

- Create consumer engagement vs. simple persuasion
- Exploit the value of the emerging media
- Unearth consumer insights that drive effective communication strategies

The strategic idea must be demonstrated clearly across the selected media channels. **The winning team is the team creating the most compelling communications strategy** to meet the challenge appointed in the brief.

The entry must include a campaign strategy, media channels (which medium and how to use them) and an explanation why the campaign would work. **The teams submit a presentation of max. 10 slides** that include a slide that visually summarises the presentation. **The work has to be submitted as a PDF file and it has to be in English.** The submitted file can be up to 5 MB and it has to be presentable for the Jury as it is (ie. the teams cannot change the presentation after the submission).

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 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.

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.

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