

Competition Category: Print

Terms & Conditions

All Young Lions taking part in the Young Lions Finland 2018 Print 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. 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.

Teams do not have to register in advance to Print category.

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.

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

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 competing in the Print category must create **a full page ad** according to the brief. The Teams can also create a series of ads if they wish to do so (though not necessarily recommendable). Print entries will be designed for Helsingin Sanomat newspaper. **The whole work has to be in English.**

The Teams must use only images from Getty Images. Free download facility from [gettyimages.com](https://www.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).

Technical specifications:

- **Full page 254 x 365 mm (width x length)**
- **The entry has to be submitted as a PDF file (does not have to be ready for publishing)**
- **Max. file size 5 MB**
- **The entry file must be named the same as the work will be submitted**

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 405768067.

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

Friday 9 March: 4PM–9PM

Saturday 10 March: 9AM–4PM

Sunday 11 March: 9AM–4PM