

Young Lotus 2017 Japan Qualifying Competition

Client: Action 4 Climate Change*

*A fictitious organization for the purpose of this competition.

NOTE: This brief should be shared among registered applicants only.

Brief:

Climate Action is the 13th goal under the United Nations Sustainable Development Goals (SDGs), though it is widely acknowledge interlink with the other SDGs.

<http://www.un.org/sustainabledevelopment/sustainable-development-goals/>

The campaign should emphasize what people around the world can do to promote action, offer new solutions, and inspire change.

Your campaign should inspire people to think of climate change as a personal issue:

What does climate change mean to you?

What can you do to solve the climate challenge?

What is your climate message to the world?

You could highlight the rise of green competitiveness, support transformational climate policies, or focus on the costs of climate in-action and the need to put a price on carbon. You could show how investing in renewable energy and energy efficiency, sustainable mobility, low-carbon resilient cities, and climate-smart land, water and natural resources use, all contribute to solving climate change.

Ultimately, you should explain how the climate message connects with the other SDGs and inspire people to take action.

Budget, media, area, and period are idea dependent.

"We will never end poverty if we don't tackle climate change."

- Jim Yong Kim, President of the World Bank Group

Deliverables:

-One B4-sized landscape sheet, summarizing your core idea, including a statement of intent, and overall campaign structure.

-File must be in JPG format, 300dpi, less than 3MB, and viewable on Windows PC.

- Entrants can enter only once, with one idea.

- Entrants must not use copyrighted material, such as music, or celebrities as part of their idea.

- Sponsorship by Getty Images Japan

All entrants are free to use images provided by Getty Images, though this is not compulsory. For those who wish to make use of such images, see attached document in Japanese for instructions.

- All work must be submitted by email to: younglotus@ad-zenkoren.org

- Entries will not be returned. All rights reserved by Japan Advertising Federation.

Deadline: 5:00 pm, on Monday, January 16th

Announcement of results:

The finalists will be announced at the Pre-Adfest event. All entries will be displayed at the venue.

'Pre-Adfest'

Date: Monday, January 30th, 2017

Time: 19:00-21:00

Place: Hall A, 5th floor, Toranomom Hills Forum (1-23-3 Toranomom, Minato-Ku)

Admission: Free