

Dear Finalists

February 6<sup>th</sup> 2017

## **Young Lotus 2017 Japan Qualifying Competition**

- Client: Team Stop Drinking and Driving (TSDD)

\*A fictitious organization for the purpose of this competition.

- Background:

People's attitudes toward alcohol vary from country to country, culture to culture. But no one would argue that road traffic crashes and their consequences - death and injury – are a good thing. The United Nations' Sustainable Development Goals have set a 50% reduction in road traffic deaths and injuries by 2020, and the UN Brasilia Declaration encourages stakeholders to strengthen their commitments to road safety.

Beer, Wine and Spirits Producers, International Alliance for Responsible Drinking (IARD) announced their commitments to reduce harmful Drinking, as they know from research that in many countries where deaths from road traffic crashes are highest, alcohol plays a significant role.

<http://www.producerscommitments.org/wp-content/uploads/2016/05/DrinkDriveIntiativeSummaryReports.pdf>

IARD and its member companies support evidence-based approaches to prevent drink driving in partnership with governments, police, and communities, while “Team Stop Drinking and Driving” have committed to undertaking targeted efforts that focus on raising the awareness to prevent drinking and driving.

- Brief:

Ideas on how to prevent drink driving, and reduce the number of D.U.I. accidents.

The campaign should emphasize what people around the world can do to prevent drink driving, offer new solutions, and inspire further action. Your campaign should inspire people to think of “Stop drinking and driving action” as a personal issue:

- What does “Stop drinking and driving Action” mean to you?
- What can you do to stop drinking and driving, and not to let your friends drink driving?
- What is your “Stop drinking and driving ” message to the world?

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

- Deliverables:

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

-File can be in JPG / PDF format, less than 3MB, and viewable on Windows PC, or handwriting B-4 landscape sheet also acceptable.

- 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 to be submitted either by email to: [younglotus@ad-zenkoren.org](mailto:younglotus@ad-zenkoren.org), or by hand.

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

- Deadline: 4:40 pm, on Monday, February 6<sup>th</sup>

- Announcement of results:

The winning team will be announced at the venue after all the presentation by three teams finished.

- Japan Qualifying Competition

Date: Monday, February 6<sup>th</sup>, 2017

Time:

1) Briefing & Consulting 12:30-13:30

2) Presentation 17:00-18:00

3) Result Announcement after presentation

Place: 8<sup>th</sup> floor, Dentsu-Ginza Building. (7-4-17, Ginza, Chuo-ku)