

# Young Lotus Competition 2025

## Japan Preliminary Final Round

### The Brief

Develop an idea that helps the younger generation who are struggling with feelings of isolation due to the recent changes in communication, to overcome these challenges and reconnect with the real world.

### Client

World Mental Wellness Association (A fictitious organization for this brief only)

### Background

In recent years, communication styles in society have undergone significant changes, due to the spread of remote work triggered by the COVID-19 pandemic and other factors. The impact of these changes is substantial. While many people have resumed in-person interactions after the pandemic, a considerable number of young individuals still feel isolated. It is said that dilution of real-world connections with family, colleagues, and society is considered a cause of anxiety and depression.

[The recent survey](#) released by the Japanese government in March highlights a concerning trend: 45.3% of individuals aged 20 to 39 feel isolated, significantly higher than the overall average of 39.3%.

Furthermore, according to [a report](#), by the Nomura Research Institute Ltd., this situation can be described as an unfortunate outcome caused by the younger generation, who struggle with internal worries such as *"comparing themselves to others"* or *"feeling like they are not contributing to society,"* and hesitate to seek help from those around them. While, on the other hand, the older generation, who often avoid active communication with them due to [risks like workplace harassment](#) or differing values.

## **Reference**

<https://x.gd/aTC27>

<https://x.gd/1s8BH>

<https://x.gd/gJC1i>

## **Challenge**

To propose an idea that helps the younger generation who are struggling with feelings of isolation due to the recent changes in communication, to overcome these challenges and reconnect with the real world.

## **Target Audience**

Young individuals in their twenties who are struggling with feelings of isolation due to changes in communication.

## **Budget**

Up to one million US dollars

## **Timeline**

One year from October 2025

## **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 the attached document in Japanese for instructions.

- All work must be submitted via the cloud storage named Everidays.

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

**Deadline**

2pm on Wednesday, February 12<sup>th</sup>, 2025