

# Young Lotus Competition 2025

## Japan Preliminary First Round

### **The Brief**

#### **Preventing Young People from Becoming Unintentional Participants in Online Bullying.**

Develop an idea to help teenagers and young adults recognize the risks of online bullying and encourage safe online behavior.

### **Client**

Association for the Eradication of Cyberbullying (A fictitious NPO for this brief only)

### **Background**

Social media has become an essential part of young people's lives, serving as a tool for communication, self-expression, and information gathering. However, online bullying has also become an increasingly serious problem. According to a Ministry of Education survey, 15.5% of bullying incidents in high schools occur through harmful messages sent via devices such as smartphones and computers — a figure that continues to rise each year.

The online environment presents unique risks. Bullying can remain hidden in closed spaces, causing delayed detection and making intervention difficult. Anonymity often escalates verbal abuse while damaging content spreads easily and leaves a lasting digital trace. Furthermore, anyone can unintentionally become a perpetrator through careless posts, shares, or endorsements.

To address this, it is crucial for young people themselves to understand the risks of online bullying and adopt safe practices when using social media.

### **Challenge**

Propose a creative campaign or initiative that educates and empowers young people to understand the risks of online communication and prevent unintentional involvement in cyberbullying. Your solution should focus on spreading awareness and promoting safe behavior on social media and other online platforms.

### **Target Audience**

Middle school students through young adults in their early 20s.

## **Budget**

Up to 1 million US dollars

## **Timeline**

The campaign will launch in January 2025 and run for a minimum of 12 months.

## **Reference**

文部科学省 令和5年度 児童生徒の問題行動・不登校等生徒指導上の諸課題に関する調査結果の概要

[https://www.mext.go.jp/content/20241031-mxt\\_jidou02-100002753\\_2\\_2.pdf](https://www.mext.go.jp/content/20241031-mxt_jidou02-100002753_2_2.pdf)

インターネットトラブル事例集（総務省）

[https://www.soumu.go.jp/main\\_content/000707803.pdf](https://www.soumu.go.jp/main_content/000707803.pdf)

UNICEF poll: More than a third of young people in 30 countries report being a victim of online bullying

<https://www.unicef.org/press-releases/unicef-poll-more-third-young-people-30-countries-report-being-victim-online-bullying>

Child victims of social media-related crimes on the rise in Japan

<https://www.japantimes.co.jp/news/2024/03/14/japan/crime-legal/social-media-linked-crimes-child-victims/>

Perils and Possibilities: Growing up Online

<https://www.unicef.org/eap/reports/perils-and-possibilities-growing-online>

## **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**

5pm on Friday, January 17<sup>th</sup>, 2025

### **Announcement of Results**

Finalist teams will be announced at the 'Pre-Adfest' event.

All entries will be displayed at the venue.

### **'Pre-Adfest'**

Date: Thursday, January 30<sup>th</sup>, 2025

Time: 7pm-9pm

Venue: 2nd Floor, Ginza Phoenix Plaza (3-9-11 Ginza, Chuo-ku, Tokyo)

Admission: Free