



JUDGING CRITERIA

EACH TEAM WILL GET A VOTE
1 - 9 BASED ON THE BELOW

50%

CREATIVE IDEA

IS THE WORK
INNOVATIVE AND
SURPRISING? WHAT
IS THE POTENTIAL
FOR INDUSTRY IMPACT?

20%

STRATEGY INCL. INSIGHT

BRAND RELEVANCE,
CHOICE OF CAMPAIGN
ELEMENTS, TARGET
AUDIENCE, APPROACH

20%

RELEVANCY TO BRIEF

DOES IT CLEARLY
ANSWERS THE
CLIENT BRIEF?

10%

EXECUTION

HOW WELL CRAFTED
IS THE WORK? IF TEAMS
ARE PRESENTING,
HOW POLISHED IS
THE PRESENTATION.



HOW TO TAKE IDEAS TO THE NEXT LEVEL?

- **Don't stop at the first thing that smells like an insight. Get out of your comfort zone and have fun with it.**
- **Brave and bold ideas are a much more dangerous substance.**



TOOLKIT TO CREATE A WOW IDEA

- 1. Always refer back to the brief and make sure to answer it**
- 2. Do your research. Read the brief ten times before thinking. Think and re-think and re-think.**
- 3. Insight or rich understanding of the target audience should be the first job of any piece of work.**
- 4. Don't go with the obvious idea. Dig deeper and find a strong concept.**
- 5. Keep it clean and simple, or the idea can be lost very quickly.**
- 6. Brevity and clarity are key. What's the core concept in a sentence?**

+ 1 Time is short - Create a Schedule



DESIGN CATEGORY

- **Craft is important here.**
- **Don't let your mockups fool you.**
- **Design is not decoration.**
- **This will be used.**
- **Typography is everything.**



FILM CATEGORY

- **Story is everything.**
- **Craft is nothing (think of memes).**
- **The unexposed can be powerful too.**
- **Choose your music wisely.**

**YOU CAN SHOOT OR USE STOCK FOOTAGE, NOTHING ELSE.
DON'T USE FOOTAGE FROM COPYRIGHTED MATERIALS (EG. MOVIES).**



PRINT CATEGORY

- **It's not layout, it's visual idea.**
- **Typography can communicate.**
- **A good headline will make it. (No.)**
- **You can draw too.**



CYBER CATEGORY

- **This is about possibilities.**
- **Digital-led campaign that uses both the platform and the technology behind it.**
- **Don't forget the journey – create a digital ecosystem.**
- **Come up with a creative insight and explain how your solution uses social media.**



PR CATEGORY

- **PR relevancy is everything. (Surprise!)**
- **Why will be your idea interesting in this category?**
- **Don't forget the ecosystem. Paid. Earned. Shared.**



MEDIA CATEGORY

- **Game-changer channel strategy is everything.**
- **It's not about craft.**
- **Your presentation need to demonstrate an inspiring and innovative implementation of media ideas.**



MARKETERS CATEGORY

- **It's all about strategy.**
- **How mutually supportive have the brand and the cause been?**
- **To what extent has the brand been able to support the cause in a relevant way?
How did the brand benefit from the support?**
- **How evidence-based and effective is the communication strategy?**
- **How attention-grabbing and persuasive is the communication?**



INSPIRATION 2021 WINNERS

Young Lions
Digital Competitions
2021 Report [LINK TO PDF](#)



**YOUNG LIONS
COMPETITIONS**

