



# YOUNG LIONS COMPETITIONS

Finland 2023

# Agenda

Welcome and introductions

About the competition

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Aamu Foundation - the briefing organization

The Brief - by each competition

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# About the competition

For young creatives, aged 30 or younger (born on or after 23/06/1992), working in marketing and communications, freelancers included.

Participation as a Team of 2 persons.

# About the competition

**7 competitions** (same as in global Cannes Young Lions competitions)

DESIGN (closed judging)

DIGITAL (live presentation)

FILM (closed judging)

MARKETERS (live presentation)

MEDIA (live presentation)

PR (live presentation)

PRINT (closed judging)

# About the competition

- The competition will run in English, as we wish to coach the participants for the international competition in the best possible way
- Competition briefing from a charity or NGO
- Team can enter either one or more competitions. A person can participate in only one team.
- 24 h to create the work (for Film or entry in several competitions 48 h)
- From each competition the jury will choose Gold, Silver and Bronze winners. Number of work selected for the shortlist is not limited.
- The Gold winning Team of each competition will be awarded as Finland's representatives with an entry to Cannes Young Lions competitions and Cannes Festival of Creativity in June in Cannes, France.

Competition rules: [terms and conditions](#)

# Schedule

## Friday 17.3. competition briefings between 4 - 8 pm

- 4.00 Welcome and introduction
- 4.15 pm general brief for all categories (15 min)
- Category briefing (each 10 min ad 10 min for Q&A)
  - 4.30 - 4.50 pm Design
  - 4.55 - 5.15 pm Digital
  - 5.20 - 5.40 pm Film
  - 5.40 - 6.00 pm short break
  - 6.00 - 6.20 pm Marketers
  - 6.25 - 6.45 pm Media
  - 6.50 - 7.10 pm PR
  - 7.15 - 7.35 pm Print

# Schedule

**Friday 17.3.** right after the briefings

- 19.45 - 21.45 technical time

Registration, choosing the categories and paying the entry fee

Log in to competition platform

- 22.00 Competition time 24 h starting -> Competition closes Saturday 18.3. at 22.00

This is for all entries in only 1 competition (except Film)

- 22.00 Competition time 48 h starting -> Competition closes Sunday 19.3. at 22.00

This is for entries in Film competition or if entering several competitions

# Schedule

## Jury work and presentations

Monday 20.3. – Thursday 23.3. Online judging for shortlists

**Monday 27.3.** Announcing the shortlist  
Detailed schedule sent for each team presenting on Thursday and Friday

Tuesday 28.3. Closed judging: Design and Print shortlisted work (written feedback)  
Wednesday 29.3. Closed judging: Film shortlisted work (written feedback)

**Thursday 30.3. from 4.00 pm** Presentations (5 mins + 5 mins of questions from jury, Zoom)  
of shortlisted work: PR and Marketers

**Friday 31.3. from 4.00 pm** Presentations (5 mins + 5 mins of questions from jury, Zoom)  
of shortlisted work: Digital and Media



# Winners

<b>Monday 27.3.</b>	Announcing shortlists
<b>Friday 21.4. afternoon</b>	Awards Ceremony: Announcing winners and feedback for all winning teams
<b>Friday 28.4.</b>	Registration of winning teams to Cannes Young Lions Competitions
<b>May</b>	Sparring event and lunch for the winning teams, getting ready for Cannes
<b>June 19 - 23</b>	Young Lions Competition and Cannes Festival of Creativity in Cannes, France

# THE BRIEF

# I Why has this brief been given, what are the grounds for this brief?

Aamu Säätiö is doing good. It funds childhood cancer related research. Funding requires money and therefore this brief - to gain more donors.

The fight for donors' attention and share of wallet is harsh. That is why Aamu Säätiö needs to stand out from the competition, especially in the branch of fundraising.

Only by standing out has Aamu Säätiö a possibility to get noted. And only by getting noted can we get the message through and open the door for the possible incoming donations.

Aamu Säätiö has a distinctive mission: To enable Finnish children to have the world's best cancer treatment in order to provide cure for their disease and a healthy adulthood afterwards.

# II Target group

The primary target group for almost all fundraising organizations in Finland is mainly: middle-aged, highly educated, well to-do, women with a strong social and environmental conscience and a general interest in arts and culture.

How to grow our share of wallet? What other potential target groups should we reach out to? Corporates? Some angle to lure younger donors? Peers?

With which parties could Aamu Säätiö ally itself with the win-win principle?

# III Challenges to overcome

We see marketing as the key solution to go over our major barriers. We strongly believe that through a knife sharp and creative insight and solution topped up with convention breaking touch point and action planning we can overcome our donors' hearts in order to find our own unique and special spot in people's hearts.

**Awareness and Significance.** Aamu Säätiös's awareness is low, which undermines our potential. Due to inadequate awareness, the significance of Aamu Säätiö hasn't reached its full potential yet. Even though we are fundraising for a good course, it is not enough if the public don't know or value us.

# IV Identified drivers

- **Clarity** - Clear and coherent message
- **Motivation** - Find an angle that is relevant, attracts donors and motivates them into action.
- **Trust**- Donors should get a clear conception that their money is well taken care of and directed to a good and reliable cause.
- **Make it easy** - Forget complexity and make it short, simple and easy to buy.
- **Make them part of your mission** - When people feel they are part of the solution, part of a bigger movement, they are more likely to donate.
- **What's in it for me?** - Make people feel that they get more than they give (social currency, feel-good....)

# V What does Aamu Säätiö want to be famous for?

Aamu Säätiö wants to be famous for being the number one medical research fundraiser in Finland, and.... (this is where you step in and tell us how)

# DESIGN (I/II)

1. Insight 20%
2. Idea 40%
3. Potential Impact 40%

**Calling all designers! It's time to create a design in response to a brief. Show the whole creative communications industry your design skills.**

**The Challenge:** After a briefing you'll have 24 hours to build a creative solution. It'll need to perfectly capture information about the product or service, the client organization and its aims, and the specific goals of the campaign.

**Who is it for?** All Creatives, for example: Graphic Designers, Specialist Designers, Art Directors, Photographers



# DESIGN (II/II)

1. Insight 20%
2. Idea 40%
3. Potential Impact 40%

**THE BRIEF:** Create the visual identity for launching Kultanauha (Gold Ribbon) in the Finnish market. We are looking for a captivating visual concept which motivates the audience towards making a purchase in a point-of-sale environment.

**Instructions:** The category celebrates visual craftsmanship. Entries will need to demonstrate how design has been used to define a brand, cause or desired change or communicate its key messages; work in which a unique visual identity leads to consumer recognition or understanding.

## **Material requirements:**

PDF of an A3 design which will include 3 visuals of how this identity would look in the real world

150 word description of how the brand identity fits the brief (text to be added to the text field on the form marked in the competition platform)

150 word description of how this brand would evolve (text to be added to the text field on the form marked in the competition platform)

Do not include your names, company name or any identifying information or elements

eg. company ppt templates, typography, logos etc. on your work or in the title of your work.



# DIGITAL (I/II)

1. Insight 20%
2. Idea 40%
3. Potential Impact 40%

**Calling all digital mavens! It's time to build a digital-led campaign that uses both the platform and the technology behind it. Show the whole creative communications industry your skills.**

**The challenge:** After a briefing about the digital challenge, you'll have 24 hours to come up with a creative insight and explain how your digital solution uses a maximum of three social media platforms or other digital led solutions in new and exciting ways to move the brand forward.

**Who is it for?** All Creatives, for example: Social media managers, Creative technologists, UX designers, Digital producers, Digital designers

# DIGITAL (II/II)

1. Insight 20%
2. Idea 40%
3. Potential Impact 40%

**THE BRIEF:** Create a digital campaign which aims to generate donations for Aamu Säätiö. You'll need to show how your idea would work across different channels to engage the audience and motivate them towards making a donation.

**Instructions:** How can we use digital to activate and boost interaction? Pay attention to how the different digital meeting points are chained together.

And think about the possibilities of how digitality can spread from traditional surfaces, for example to outdoors.

## **Material requirements:**

Pdf-file including example of use of 3 digital led components, these components could be use of social media platforms but also any other digital led execution.

Presentation max 6+1 slides, including executive summary (excluding cover page)

Do not include your names, company name or any identifying information or elements eg. company ppt templates, typography, logos etc. on your work or in the title of your work.

# FILM (I/II)

1. Insight 20%
2. Idea 40%
3. Potential Impact 40%

**Imagine having only 48 hours to film and edit a 60-second commercial**

**The challenge:** After a briefing about the communication challenge, you'll have 48 hours to come up with an original idea in response to the brief, film your footage and edit it into a captivating ad.

**Who is it for?** Art directors, Producers, Film makers, Creatives

# FILM (II/II)

1. Insight 20%
2. Idea 40%
3. Potential Impact 40%

**THE BRIEF:** Create a film which communicates the mission of Aamu Säätiö and increases its credibility as a cancer research organization. We are looking for a captivating idea and an execution, which motivates the audience towards making a donation.

**Instructions:** The category celebrates the creativity of the moving image. Entries will need to demonstrate brilliant brand storytelling intended for a screen; filmed content created for TV, cinema, online and out-of-home experiences.

## **Material requirements:**

60 seconds video, format mp4, aspect ratio 16:9

300 words which explain how you solved the brief (text to be added to the text field on the form marked in the competition platform)

The competitors must have a permission to publish any third party material used in the work.

Do not include your names, company name or any identifying information or elements eg. company ppt templates, typography, logos etc. on your work or in the title of your work.



# MARKETERS (I/II)

1. Insight 20%
2. Inspiration 40%
3. Unconventionality 40%

**Original, engaging creative work starts with a strong brief. This is a chance to go head-to-head against fellow Brand Marketers.**

**The challenge:** After a briefing you'll have 24 hours to build a creative brief. It'll need to perfectly capture information about the product or service, the client organization and its aims, and the specific goals of the campaign – the kind that will clearly act as a creative springboard for agency/agencies. Jury will emphasis on clear understanding of the challenge at hand, the target audience's behavior and the desired outcome. Clear insight on "your own" business that inspires the agencies to do unconventional work.

**Who is it for?** Marketing managers, Brand managers, Category/product managers, Client services managers, Channel marketing managers

# MARKETERS (II/II)

1. Insight 20%
2. Inspiration 40%
3. Unconventionality 40%

**THE BRIEF:** Build a creative brief for the launch of Kultanauha (Gold Ribbon) in the Finnish market. The brief needs to include a proposal for the sales channels of Kultanauha, and perfectly capture information about Aamu Säätiö, its aims and its existing and/or potential target audience.

**Instructions:** A good brief gives enough the essential information leaving out all the irrelevant that would confuse agencies or restrict them from giving their best. The idea here is to inspire agencies to exceed themselves and to be able to present an insightful idea with the potential impact that will help overcome the market, strengthen your brand, enchant your target audience and boost your sales. Of course, not all pieces of information should be spit out in partner briefs. Without the marketer's clear strategic vision, agencies' attention may be focused on irrelevant details.

## **Material requirements:**

Pdf-file and 450 word explanation detailing the brief (text to be added to the text field on the form marked in the competition platform)

Presentation max 6+1 slides, including executive summary (excluding cover page).

Do not include your names, company name or any identifying information or elements

eg. company ppt templates, typography, logos etc. on your work or in the title of your work.



# MEDIA (I/II)

1. Insight 20%
2. Idea 40%
3. Potential Impact 40%

**We're challenging the brightest professional minds working in media agencies to demonstrate their strategic thinking and innovative approaches to solving an important marketing challenge.**

**The challenge:** After a briefing you'll have 24 hours to demonstrate how to create Media presentation and exploit the value of emerging media with consumer insights to drive effective communication strategies. You'll need to show how your strategic idea would work across channels to craft a compelling communications strategy.

Jury will emphasis on clear understanding of the customer's challenge, the target audience's behavior and the solution based on insight. The idea is the Queen and it has to include the potential show-stopping elements to engage and charm the target audience. The best potential impact exceeds normal awareness and goes beyond conventions.

**Who is it for?** Media planners, Media strategists, Media buyers, Media managers



# MEDIA (II/II)

1. Insight 20%
2. Idea 40%
3. Potential Impact 40%

**THE BRIEF:** Create a media idea which utilizes channels outside the traditional media to generate visibility and donations for Aamu Säätiö. We are looking for an idea that explores the possibilities of collaborations and other creative ways to reach potential donors.

**Instructions:** A good media presentation is clear and cohesive and moves smoothly from the insight towards a mind-blowing media idea, that is at its best presented in short. Leave out all the unnecessary information that clouds the clarity of the idea. Do not restrict yourself with conventional way of thinking your everyday work. Instead, look for a moonshot that surprises even yourself.

## **Material requirements:**

Pdf-file and 450 word explanation detailing the creative idea, strategy and execution. (text to be added to the text field on the form marked in the competition platform)

Presentation max 6+1 slides, including executive summary (excluding cover page).

Do not include your names, company name or any identifying information or elements

eg. company ppt templates, typography, logos etc. on your work or in the title of your work.



# PR (I/II)

1. Insight 20%
2. Idea 40%
3. Potential Impact 40%

**Calling all PR professionals! It's time to create an innovative PR strategy. Show the whole creative communications industry your skills.**

**The challenge:** After a briefing you'll have 24 hours to demonstrate how to create engagement and exploit the value of emerging media with consumer insights to drive effective communication strategies. You'll need to show how your strategic idea would work across channels to craft a compelling communications strategy.

**Who is it for?** Publicists, PR specialists, Social media managers, Copywriters

# PR (II/II)

1. Insight 20%
2. Idea 40%
3. Potential Impact 40%

**THE BRIEF:** Plan a PR campaign which makes Aamu Säätiö a topic of public discussion and increases its credibility as a cancer research organization. You'll need to show how your strategic idea would work across different channels to craft a compelling communications strategy. The plan should define which target group(s) the campaign is aimed at and which (if any) spokespersons it utilizes to maximize the impact among the selected audience.

**Instructions:** The PR Lions celebrate the craft of strategic and creative communication.

Entries will need to demonstrate how original thinking, transformative insight and a strategy rooted in earned media has influenced opinion and driven business, societal, and/or cultural change. Work with storytelling at its core, which established, protected and enhanced reputation and business of an organization or brand.

## **Material requirements:**

Pdf-file and 450 word explanation detailing the strategy (text to be added to the text field on the form marked in the competition platform)

Presentation max 6+1 slides, including executive summary (excluding cover page)

Do not include your names, company name or any identifying information or elements

eg. company ppt templates, typography, logos etc. on your work or in the title of your work.



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# PRINT (I/II)

1. Insight 20%
2. Idea 40%
3. Potential Impact 40%

**Calling all creatives! Could you come up with an amazing print advertisement and bring it to life in just 24 hours? That's the challenge of the Young Lions Print Competition.**

**The Challenge:** After a briefing, you'll need to produce a stand-out, captivating and unique print ad. We're looking for an idea that leaps out and captures an audience, motivating and moving them towards the cause. The jury will emphasis on insightful observations of the world around us, bringing up something unprecedented that causes a reaction. Statements and leading opinions. A short manifesting text. Drama and suitable radicalism.

**Who is it for?** All Creatives, for example: Art directors, Copywriters, Producers, Film makers

# PR(INT) (II/II)

1. Insight 20%
2. Idea 40%
3. Potential Impact 40%

**THE BRIEF:** Create a print ad which communicates the mission of the Aamu Säätiö. We are looking for a captivating idea and an execution which motivates the audience towards making a donation.

**Instructions:** Even though print ads are considered as still images, at their most impactful, they have an ability to spread in digital form. The idea should be visually so insightful and attractive, it could become widely shared content. Respect your viewers' time and steal one minute of their 800 mins awake time with an engaging visual and textual statement. Showing how the work manifests at different touch points is considered an advantage.

## **Material requirements:**

Pdf-file of the print advertisement (and possible examples of its modifications).

300 words detailing how the campaign meets the brief (text to be added to the text field on the form marked in the competition platform).

Do not include your names, company name or any identifying information or elements eg. company ppt templates, typography, logos etc. on your work or in the title of your work.



# Additional materials

You will find links for available materials on the competition platform

## **Aamu Säätio**

Logo originals

Graphic Guidelines (the original typography/fonts not available for the competition)

Briefing document

## **Image, video, sound banks - List of links to royalty free materials**

Please notice, that if you wish to use any or some of them, you will need to create your own user profiles in order to use their materials.

Also note that the terms of use of media banks may differ and before you download and use any material, ensure that you read and understand the terms of use. For example, some media banks allow use for personal, editorial, or commercial use, while others require attribution or restrict use. Make sure you follow each media bank's own conditions.

## **Document of this presentation material**

## **Recording of this briefing session**

# Meet the jury members



## DESIGN JURY

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## DIGITAL JURY

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**Hugo d'Alte**, Nordic Design Director, Accenture Song  
**İlkay Gurpinar**, Chief Creative Officer, TBWA\Istanbul  
**Laura Helminen**, Art Director & Graphic Designer, Bou  
**Minna Hiltunen**, Innovation Design Manager, Fiskars Group  
**Jarno Luotonen**, Executive Creative Director, SEK

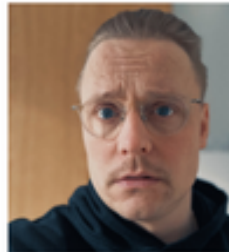
**Eric Groza**, Executive Creative Director  
**Katariina Harteela**, Executive Creative Director, Reaktor Creative  
**Peter Khoury**, Chief Creative Officer, TBWA\ Hunt Lascaris  
**Clara Prior-Knock**, Creative Director, Uncle Grey  
**Eka Ruola**, Chief Creative Officer, Nitro Group Oy

# Meet the jury members



## FILM JURY

### YOUNG LIONS FINLAND 2023



## MARKETERS JURY

### YOUNG LIONS FINLAND 2023



**Kimi Issakainen**, Creative Director, SEK  
**Juha-Matti Nieminen**, Executive Producer / CEO, Directors Guild  
**Laura Paikkari**, Executive Creative Director, TBWA\Helsinki  
**Hanna Tuovio**, Executive Producer, Partner, Grillifilms Helsinki, Finland  
**Manuel Wenzel**, Chief Creative Officer, TBWA\Zürich

**Rohit Dogra**, Vice President Marketing, Fazer Confectionery, Fazer  
**Reija Laaksonen**, Board member  
**Sanna Marttinen**, Business Director, Dagmar Oy  
**Jukka Niittymaa**, Sales Director, Sherpa  
**Mats Nyström**, Marketing Director, McDonald's Finland



# Meet the jury members



## MEDIA JURY

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## PR JURY

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**Jani Halme**, Creative Director, journalist, ToinenPHD  
**Joonas Imeläinen**, Head of TotalTV & Video, Sanoma Media Finland  
**Katri Laitinen**, COO, IPG Mediabrands Oy / Initiative  
**Veli-Pekka Ojamaa**, Strategy Director, Dentsu Finland  
**Lauri Toivonen**, SVP Marketing, SOK

**Davor Bruketa**, Creative Director, Bruketa&Zinić&Grey  
**Tuuli Ekman**, Director, PR & social media, Miltton  
**Martta Kallio**, Senior Creative, United Imaginations  
**Agustina Lavignasse Lübbe**, Creative Manager,  
The LEGO Group (The LEGO Agency)  
**Anna Ruohonen**, Liiketoimintajohtaja, A-lehdet  
**Judit Vikman**, Account Manager, Netprofile



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# Meet the jury members



## PRINT JURY

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**Darren Borrino**, Creative director & partner, RUNT

**Pia Grekula**, Senior Art Director, Bob the Robot

**Andreas Hoff**, Creative Director, Uncle Grey

**Mikael Nemeschansky**, Creative Director & Strategist

**Matti Pentikäinen**, Executive Creative Director, SEK

**Erno Reinikainen**, Co-founder, Creative, Erma&Reinikainen

**Sini Teppola**, Creative, hasan & partners



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## Marketing Finland Young Lions Finland Steering Group

### Minttu Aarniovuori

Director, Marketing &  
Advertising services  
Milton

### Jan Cederlöf

Creative Director  
Reaktor Creative

### Aleksi Erma

Creative  
Erma & Reinikainen

### Reetta Haanpää

Creative Art Director  
Kuubi

### Ossi Honkanen

Luova johtaja  
hasan & partners

### Joel Huttunen

Head of Brand  
WithSecure

### Anssi Järvinen

Luova johtaja  
Oy Anssi Järivnen Ab

### Sanna Kolamo

Interim Strategy Director  
A-lehdet

### Johan Korsbäck

Revenue & Business Analyst  
Sanoma Media Finland

### Suvi Lähde

Executive Creative Director  
SEK

### Teemu Neiglick

CEO  
Omnicom Mediagroup Finland

### Anu Niemonen

Executive Creative Director

### Jyrki Poutanen

Chief Creative Officer  
United Imaginations

### Emma Rinneheimo

Senior Designer  
Myy Agency

### Mya Rydman

Senior Art Director  
The LEGO Agency

### Miikka Saari

Senior Creative  
Bob the Robot



YOUNG LIONS  
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# How to enter

## Phase 1

1. Register your team at: <https://6656.evalato.com/>
2. Choose the competition or competitions you wish to enter
3. Complete the purchase with a credit card payment or ask for an invoice. For invoicing option you will need to enter a promocode: **INVOICE** at the check-out stage of the purchase process. If you wish to have the invoice split by 2 companies, please fill in both invoicing addresses.

Please notice, that you will need to **finalize the registration before you can enter the competition.**  
The competition time will begin at 10 pm today.

## Phase 2

After completing the registration and payment, you will receive an email with a direct link to the competition platform.

Check also your junk mail box, message comes from: Marketing Finland <[orders@evalato.com](mailto:orders@evalato.com)>

1. Please login right away, to make sure there will be no complications with your login later
2. Make a quick test to ensure you can fill in text to the required text fields and that you can download documents
3. Entry forms can be edited at any time during the competition hours



# Contact information during competition

**HELPLINE OPEN:** In case of any technical issues or questions about how to enter

You can find a chat on our website <https://www.marketingfinland.fi/> where we will be answering questions and helping

- Friday 17th between 19.45 - 22.30
- Saturday 18th between 20.30 - 22.30
- Sunday 19th between 20.30 - 22.30

Or you can also call or email us:

**Maarit Aarrekanas, tel. 050 435 5613,  
[maarit.aarrekanas@marketingfinland.fi](mailto:maarit.aarrekanas@marketingfinland.fi)**

**Henna Salenius, tel. 050 471 9985,  
[henna.salenius@marketingfinland.fi](mailto:henna.salenius@marketingfinland.fi)**



# Q&A



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**ENJOY THE  
CHALLENGE  
AND  
GET READY FOR  
CANNES**