



YOUNG LIONS
COMPETITIONS



Driving
Marketing
Success

Marketers Competition Prep

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CROWD*iate*

What are you working towards?

Within 24 hours, create a big innovative idea (product/service/promotion/campaign) that delivers on your brand and partner charity objectives.

PART ONE – CONCEPT BOARD

Bring your idea visually to life including the idea name, brand connection, insight statement and idea description. 150 words max.

PART TWO – WRITTEN SUBMISSION

Articulate your business objective, brand connection, target audience, insight, idea summary and why it makes sense. 500 words max.

Judging Criteria

- **The creative idea (50% of vote):** Is the work innovative and surprising? Has the team been creatively bold? What is the potential for industry impact?
- **Strategy including Insight (20% of vote):** Does the idea have a clear insight and strategy? Is the strategy relevant to reach the target audience?
- **Relevancy to brief (20% of vote):** Does the work clearly answer the client's brief?
- **Execution (10% of vote):** How well crafted is the final product?

What to expect

Mar 1
9:00am

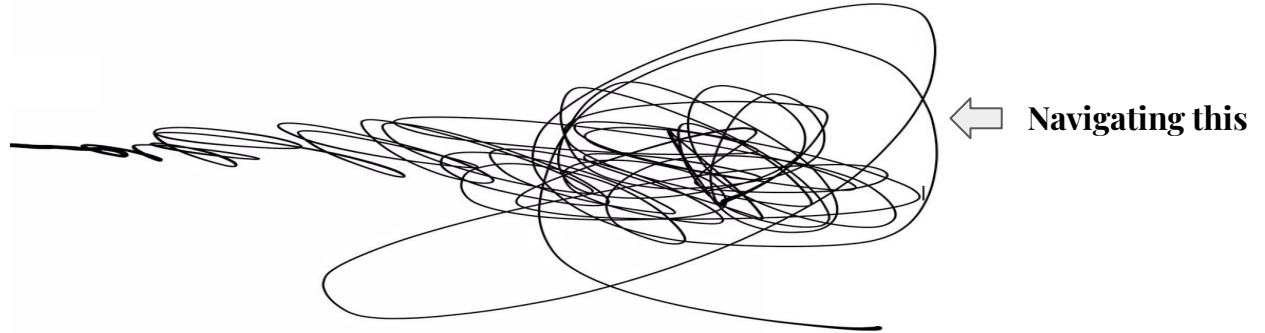
- Briefing documents made available
- Charity identified
- Problem to solve



Mar 2
9:00am

- Submission deadline

The Process



Preparing to win

1. Establish your environment (where and when)
2. Establish your expectations of each other (ways of working)
3. Make space for independence
4. Take care of your body (eat, sleep, and drink well to think well)
5. Know your brands

**“You can’t wait for inspiration,
You have to go after it with a club.”**

- Jack London

Winner's Mindset

Plan to get inspired.

Think different.

Be bold.

More heart than head.

Winning Approach

START HERE

DON'T START HERE

STEP 1

Understand
the ask &
simplify the
brief

STEP 2

Define the
common goals
& values

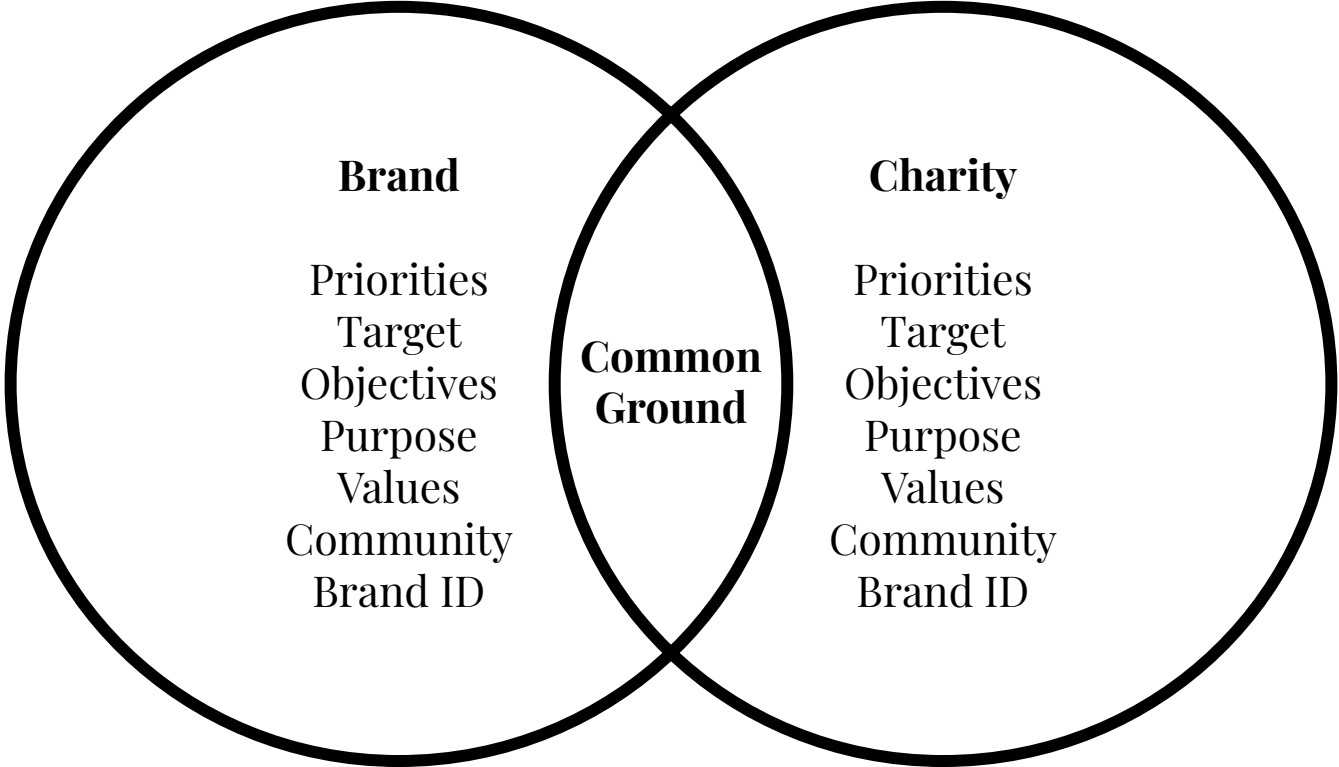
STEP 3

Identify a
human insight
/ tension

STEP 4

Ideate, refine,
and perfect.

Finding Brand Connection



Brand

- Priorities
- Target
- Objectives
- Purpose
- Values
- Community
- Brand ID

Charity

- Priorities
- Target
- Objectives
- Purpose
- Values
- Community
- Brand ID

Common Ground

The logo for Major League Soccer's Environmental Foundation (MLSE), consisting of the letters 'MLSE' in a bold, sans-serif font.

MLSE



BUILDING UNITED TEAMS

MLSE is dedicated to building united professional sports teams and **NZW** is dedicated to uniting activists to fight the climate crisis.

Business Objective

Define the marketing objectives

What are the key brand and charity objectives

Determine the role of communication

What do we want people to think or do?

Consider the frame of reference

What are the alternatives we're competing against?

Target Audience

Who are we trying to engage?

Consider demographics, psychographics and behavioural inputs to segment your audience.

Get into character.

Insight

What is an insight?

A revelation that establishes the tension to be resolved by your idea.

How do I find an insight?

Keep asking “Why?” or “What if?”



Liking isn't helping.

Be a volunteer. Change a life.
crisisrelief.org



What Makes A Great Insight

- Does it reflect a real human truth?
- Does it have tension?
- Is it simple and compelling?
- Is it relevant and actionable for the brand?

Frame of reference



Human Truth
What do they think/feel in the broader context of life?

Category Truth
How do they think/feel about the category/cause?



Brand/Product Truth
What does our brand mean to them? How do our products fit into their lives? Do we have a role relevant to this insight?

Human Truth

In our reliance of postsecondary education as a key to success, we've taken basic education for granted.

Category Truth

Girls' education is one of the highest impact vectors for social change.

**Amidst our focus on advanced education,
we've lost sight of the value that the most
basic education unlocks for a life
well-lived.**

Brand/Product Truth

Stella Artois fosters a taste for the life well-lived:
getting the most out of life, but giving back too.

Human Truth

Choosing to stay silent does not feel like a decision, it feels neutral.

Category Truth

Each person plays an important role in the fight for gender equality & in this fight, there is no such thing as a “neutral stance”.

Young Canadian men do not realize that by deciding to be silent, they have decided to be part of the gender equality problem.

Brand/Product Truth

With iconically bold flavours, Doritos is the brand that inspires young men to release their inner bold and stand up for change.



INSIGHT / TENSION

“I DON’T THINK MY INDIVIDUAL ACTIONS MOVE THE NEEDLE ON CLIMATE CHANGE.”

The Idea

Create a new product, service, proposition or campaign.

Idea Name

Should be compelling, simple, magnetic.

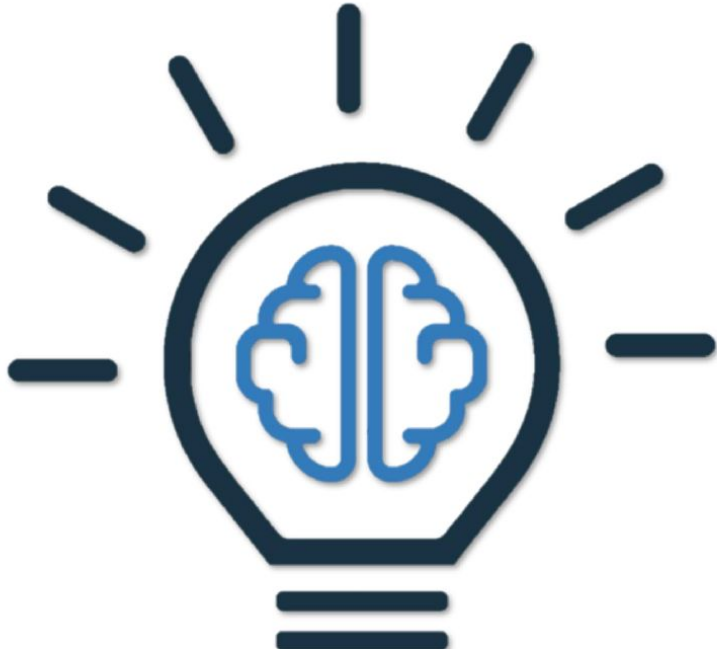
Benefit

What's the single-minded thing we want people to take away?

Reasons to Believe

Why should the target audience believe us?

Winning Approach



MASS IDEATION

DEVELOP AS MANY IDEAS AS POSSIBLE

HEALTHY DEBATE

NARROW DOWN THE LIST AGAINST CRITERIA

IDEA SELECTION

PICK THE TOP PERFORMING IDEA

IDEA REFINEMENT

FLUSH OUT ALL ASPECTS OF THE IDEA

**OUR MESSY
IDEATION
FUNNEL**

Creative Ideation

DECK OF BRILLIANCE



IDEA GENERATION TOOLS
FOR CREATIVE PROFESSIONALS

<https://deckofbrilliance.com>

EARTH UNITED

SCORE FOR THE PLANET.

THE ONE-LINE ASK

Transform the global climate narrative to a more positive message and get young people around the world to take collective action.

THE INSIGHT / TENSION

"I don't think my individual actions move the needle on climate change"

THE BRAND CONNECTION

Building united teams – MLSE is dedicated to building united professional sports teams and NZW is dedicated to building united activists to fight the climate crisis.

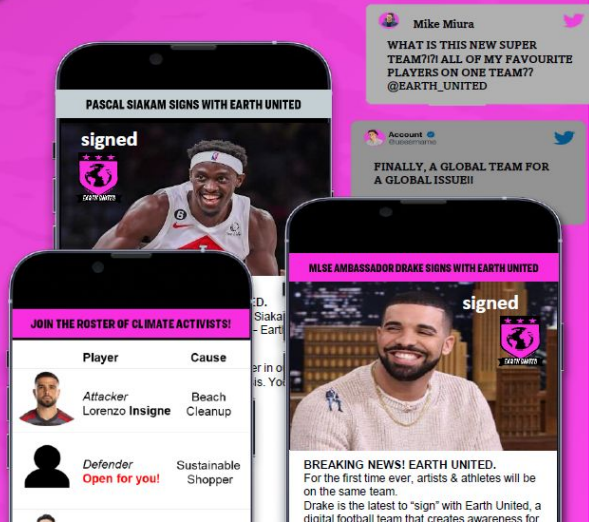
THE IDEA

Earth United – Let's create the biggest sports team in the world for the biggest match humanity will ever play. When you "sign" with Earth United, you sign a social contract to take action on climate change and participate in monthly climate initiatives.



HOW TO GET INVOLVED?

- SIGN WITH THE TEAM AND PLEDGE TO TAKE ACTION
- SHARE YOUR POSITION ON THE TEAM
- COMPETE IN MONTHLY CLIMATE CHALLENGES
- ATTEND LOCAL EARTH UNITED EVENTS



Introducing, The G-Code by Gatorade



INSIGHT

Men aspire to be positive role models, but by refusing to ask for help they are negatively affecting the next generation of men.

IDEA

The G-Code will empower a revolution that not only normalizes men asking for help, but expects it.

1

DISRUPT THE INDUSTRY WITH A NEW SYMBOL OF SUPPORT

Gatorade will replace the most iconic assets in sport, swapping the green bottles and towels for blue ones.

2

IGNITE THE REVOLUTION

Across the country athletes will proudly announce that they have signed the 'G-Code', a code of conduct committing that they will ask for help when they need it.

3

DEMAND A COMMITMENT TO CHANGE

The G-Code will be accessible online for anyone to sign and proclaim their commitment to change. To continue momentum, Gatorade will distribute exclusive kits to all G-Code signees reminding them to text 68-68-68 creating a visible support group across Canada.



Get Inspired



<https://lovetheworkmore.com/>

FEARLESS GIRL





WE TURNED BOOST MOBILE STORES INTO VOTING STATIONS TO MAKE VOTING EASIER IN UNDERSERVED COMMUNITIES.

PROBLEM

Low-income and minority voters face longer lines and have fewer places to vote. In 2016, nearly 900 polling places were eliminated, mainly in these communities.

INSIGHT

Boost Mobile stores are located in the same areas where voting access is most problematic.

SOLUTION

We turned Boost Mobile stores into voting stations, creating an unprecedented partnership between government and a corporation in a national election. Working with voting rights groups, election officials, and hip-hop artists, we helped more Americans be heard on Election Day. Because every voice matters.

★ ★ ★ ★ ★
766 MILLION TOTAL CAMPAIGN IMPRESSIONS
 ★ ★ ★ ★ ★
IN BOOST PRECINCTS, VOTER TURNOUT INCREASED 23%
 ★ ★ ★ ★ ★
BOOST STORES WILL CONTINUE TO SERVE AS OFFICIAL VOTING STATIONS IN THE ONGOING FIGHT FOR EQUAL ACCESS.



**“Make it simple. Make it memorable.
Make it inviting to look at. Make it fun to read.”**

- Leo Burnett

Finalist Presentation Tips

- Tell a story, evoke a feeling.
- Sell the brilliance of your idea.
- Reinforce key messages.
- Simple, polished presentation.

WIN A STRESSFUL TRIP TO CANNES

globeandmailyounglions.ca



YOUNG LIONS
COMPETITIONS



REGISTER BY
GLOBEANDMAILYOUNGLIONS.CA
FEBRUARY 11



cannes@globeandmail.com