



**YOUNG LIONS
COMPETITIONS**



Driving
Marketing
Success

Marketers Competition Prep

Aaron Nemoy

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.

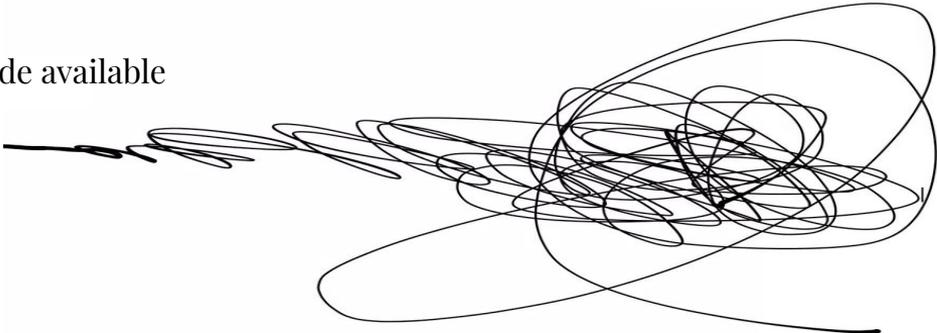
Judging Criteria

- **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 7
9:00am

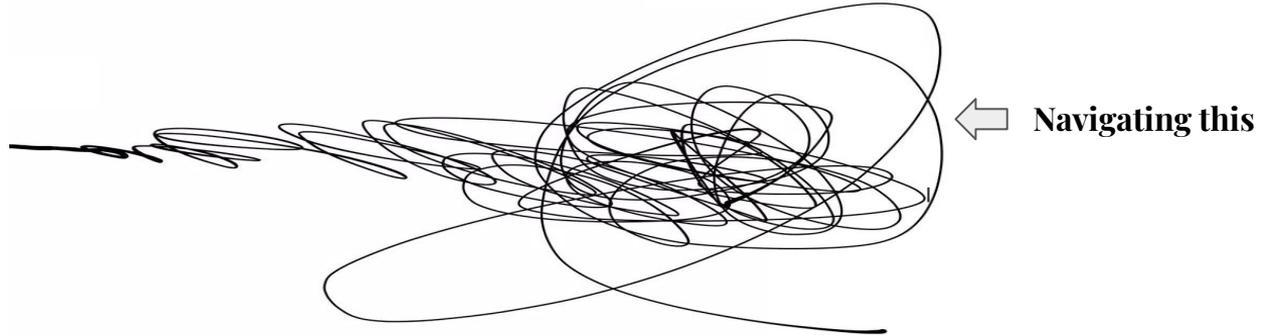
- Briefing documents made available
- Charity identified
- Problem to solve



Mar 8
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
6. Know what winning ideas look like.

Winner's Mindset

Plan to get inspired.

Think different.

Be bold.

More heart than head.

Be objective - don't settle.

Winning Approach

START HERE



STEP 1

Understand
the ask &
simplify the
brief

STEP 2

Define the
common goals
& values

STEP 3

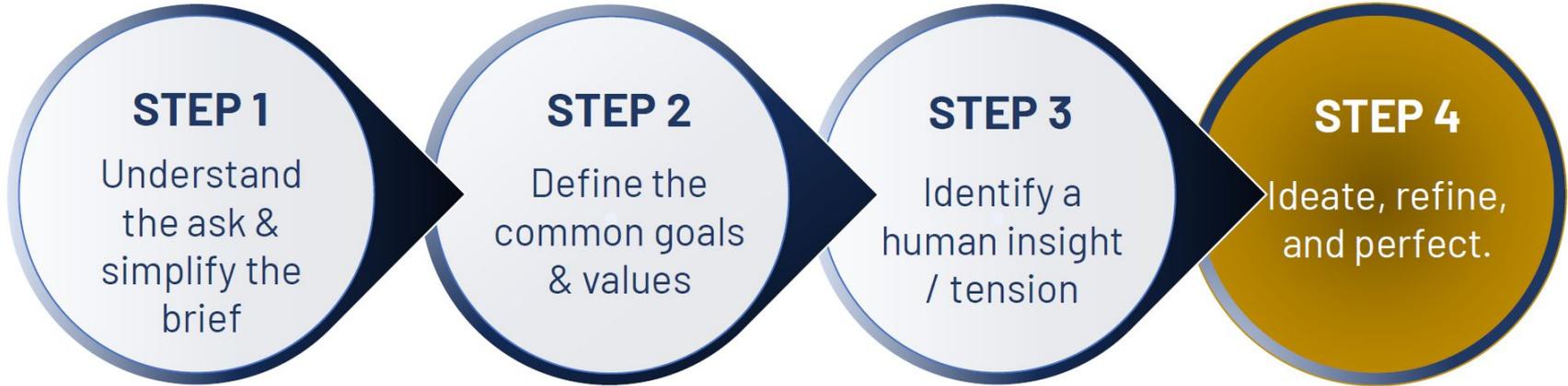
Identify a
human insight
/ tension

DON'T START HERE

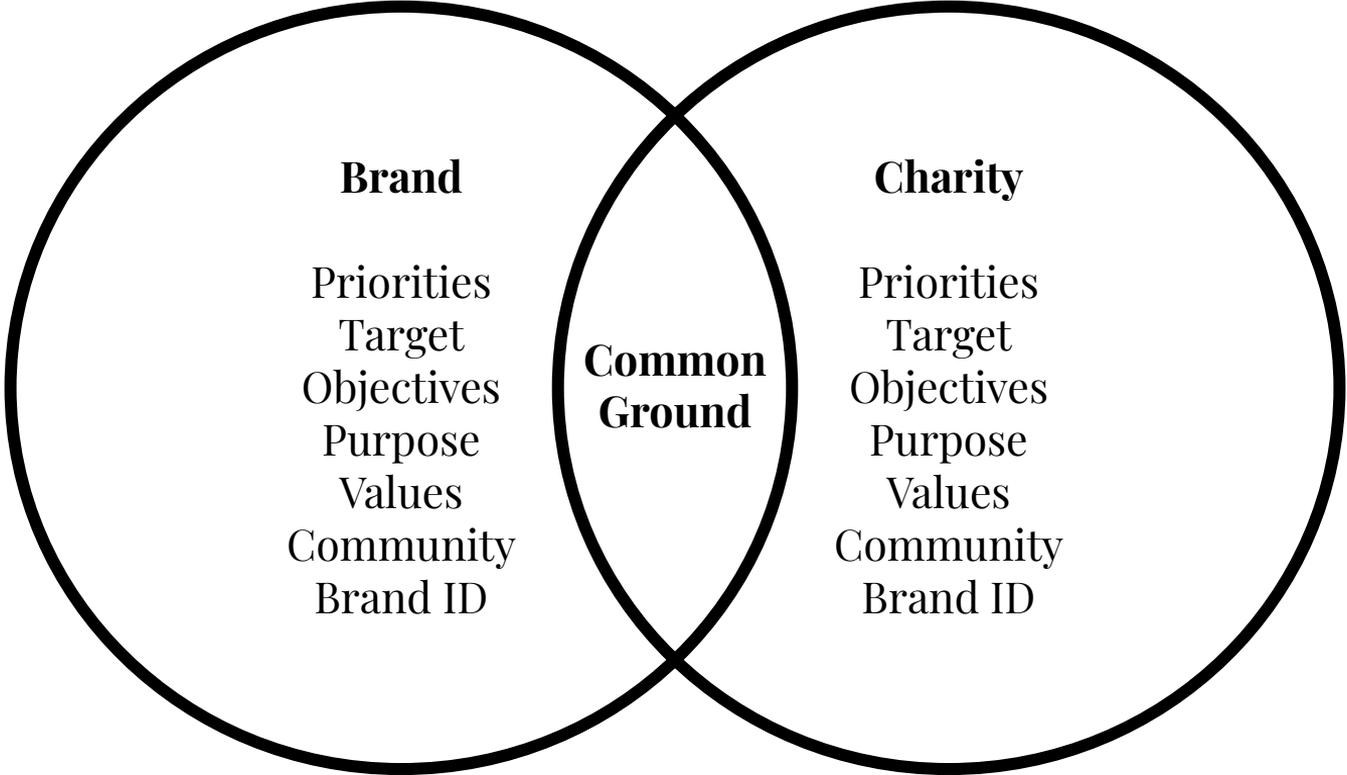


STEP 4

Ideate, refine,
and perfect.



Finding Brand Connection





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?”



What Makes A Great Insight

- Reflects a real human truth
- Provides a new way of looking at the problem
- Triggers an emotional response
- 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

Many owners see their pets as members of the family.

Category Truth

Pets are usually fed at breakfast and dinner time.

**People feel guilty
eating in front of
their pets.**

Brand/Product Truth

Pedigree believes in the positivity that pets bring us, giving us an opportunity to give back to them.

Human Truth

It sucks to come up short and fail to accomplish something.

Category Truth

Young smokers want to quit, but never make a real attempt.

Young smokers are afraid of a likely failure when trying to quit.

Brand/Product Truth

As the Ministry of Health, we want to encourage and support smokers along a difficult journey for the sake of their health.

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 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.

Human Truth

Memories aren't just thoughts.
They shape who we are.

Category Truth

Young people don't think about
brain health. They assume
dementia is just an 'old-age issue'.

**We take memories for
granted, until they start
slipping away.**

Brand/Product Truth

Heineken believes in celebrating life's unforgettable moments.



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.

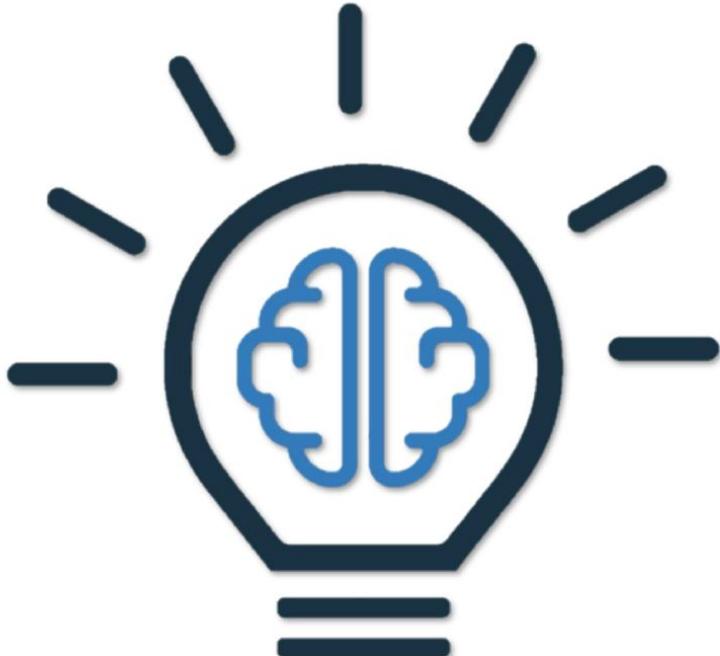
Benefit

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>

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

- Leo Burnett

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.

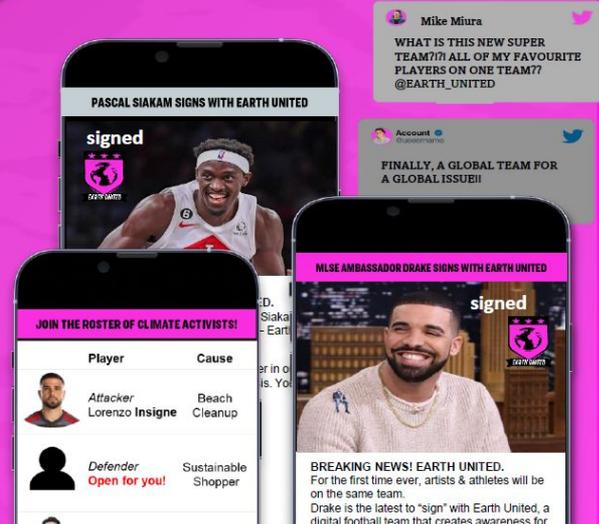
THE IDEA

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



Get Inspired



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

PROBLEM
Low income and minority voters face a longer line and fewer hours to vote. In 2014, nearly 300 voting places were eliminated, mostly 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, polling, and ballot box providers, we created a network of mobile voting stations in America's heartland and in underserved communities.

THE RESULTS
18 MORE POLLING STATIONS THROUGHOUT THE SOUTH
10 MORE POLLING STATIONS THROUGHOUT THE MIDDLE WEST

BOOST STORES WILL CONTINUE TO OPEN AS OFFICIAL VOTING STATIONS IN THE COMING YEAR FOR FOUR YEARS.

VOTER
BOOST + YOUR VOICE

boost mobile
VOTE HERE
VOTING POLLING STATION

A collage-style advertisement for Boost Mobile's voting stations. It features a central graphic of a smile with 'BOOST + YOUR VOICE' written inside. To the right is a photo of a Boost Mobile store with a 'VOTE HERE' sign. Text on the left describes the problem, insight, and solution, along with statistics and a commitment to continue the program for four years.

FROM ROM TO ROM
THE AMERICAN TAKEOVER

THE CHALLENGE
The American Takeover campaign is a national effort to help Americans grow up with, and support, the national flag. It's a challenge to help young people understand their role in our country.

THE STRATEGY
The campaign will use a variety of tactics, including social media, TV spots, and live events. The goal is to reach as many young people as possible and to create a sense of ownership and pride in the American flag.

THE RESULTS
The campaign has already reached over 10 million young people and has inspired thousands of Americans to get involved. The campaign is currently accepting donations and volunteers.

FOR THE NEW GEN PATRIOTISM WON'T FEED YOU
LET'S BUILD AMERICA HERE

TV LAUNCHER: AMERICAN ROM
TV LAUNCHER: THE RETURN OF AMERICAN ROM
AMERICAN REACT BY TONY DANIEL
AMERICAN REACT BY TONY DANIEL

An infographic titled 'THE AMERICAN TAKEOVER' with a 'FROM ROM TO ROM' header. It features a large American flag graphic and several smaller images of people and campaign materials. The text describes the challenge, strategy, and results of the campaign, which aims to engage young people with the American flag. It includes social media handles and mentions a TV launch.

LEITENBAG

The Uniform that never existed

THE ATHLETE WHO DID EVERYTHING FOR BRAZIL, BUT COULD NOT WEAR THE SHIRT.

TENSION
The tension between the athlete and the nation is the heart of the story. It's a story of a man who did everything for his country, but who was never allowed to wear the national uniform.

INSIGHT
The tension between the athlete and the nation is the heart of the story. It's a story of a man who did everything for his country, but who was never allowed to wear the national uniform.

IDEIA
The tension between the athlete and the nation is the heart of the story. It's a story of a man who did everything for his country, but who was never allowed to wear the national uniform.

A photograph of a man in a blue and yellow uniform, looking thoughtful. The text 'The Uniform that never existed' is overlaid on the image. Below the image is a grid of smaller photos showing various people and scenes. The text 'THE ATHLETE WHO DID EVERYTHING FOR BRAZIL, BUT COULD NOT WEAR THE SHIRT.' is at the bottom.

<https://lovetheworkmore.com/>

Finalist Presentation Tips

- **Evoke a feeling** – tell a story, show your passion, make it personal, make it memorable.
- **Sell the brilliance of your idea** – make it feel big, smart, insightful, meaningful, bold.
- **Reinforce key messages** – what should be the jury's key takeaway?
- **Simple, polished slides** – to elevate and complement your presentation.

WIN A STRESSFUL TRIP TO CANNES

globeandmailyounglions.ca

REGISTER BY
GLOBE AND MAIL YOUNG LIONS.CA
FEBRUARY 8



YOUNG LIONS
COMPETITIONS



cannes@globeandmail.com