

## Competition Category: Media

### Terms & Conditions

All Young Lions taking part in the Media category must be 30 years of age or younger, born on or after **26 June 1986**. The competitors taking part must also be employed by a media agency (=they must have a valid contract with a media agency). Unfortunately students are not allowed to take part in the competition, however, if a student has a valid trainee contract with a media agency, he/she is allowed to participate in the competition (proof of employment needed).

Teams entering to Media competition can't take part to other categories.

The competitors taking part enter the competition **in teams of two**. At least one member of the team must have Finnish nationality and both members of the team must live and work permanently in Finland for a Finnish company. The team members can work for the same company or for two different companies.

The teams participating in the Media category **must register in advance** by email to [anna.kiminki@sanoma.fi](mailto:anna.kiminki@sanoma.fi). When registering, please submit the following information for both team members: name, title, company, email, phone number and date of birth as well as the competitions category you are entering. **The deadline for the registration is 28 Feb 2017 at 4PM.**

The Young Lions Finland 2016 competition starts when the brief of the competition is published on **Friday 10th March 2017 at 4PM**. The competition closes on **Sunday 12th March 2017 at 4PM**, all the entries must be submitted before that. Entries submitted after the deadline will be discarded.

A Jury appointed by Sanoma Media Finland will choose the winning work. The Jury will consist of members of agencies and advertisers.

Selected Media category competitors will **present their work for the Jury on Wednesday 28th March**. All the entries will be judged anonymously before the presentations in preliminary judging. Ten Media teams in total get a chance to present their work for the Jury. The exact presentation times will be sent to the selected teams after the preliminary judging, on Monday 20th March the latest.

The winning teams of all the competition categories (Print, Cyber, Film, Media & Marketers) will be sent by Sanoma Media Finland to the **Cannes Lions International Festival of Creativity** to compete in the international Cannes Young Lions competition. Cannes Lions will be held 17-24 June in 2017 and the Young Lions competitions will be held during the festival week. **The winning teams must be ready to travel and to compete in Cannes 16-25 June 2017**. Sanoma will sponsor Festival Passes, flights and accommodation for the teams for the period of the whole Festival.

All work created as part of the Young Lions Finland 2016 competition remains the property of Sanoma Media Finland and can be made available for use by the participating client as they wish. Sanoma nor the client will not pay for creating the work or the use of the work created for the competition or translating the work (from English to Finnish).

### Competition Dates

Media & Marketers registration deadline: 28.2.

**The competition: 10.-12.3.**

Print, Cyber & Film Jury: 28.3.

Media & Marketers Jury: 29.3.

The shortlists will be announced: 4.4.

The results will be announced: 11.5.

## Instructions

Teams taking part in Media category have to develop a campaign idea in response to the brief. An innovative media strategy must be produced detailing how the idea will be executed. The jury will expect explanation of the idea and how the team intends to use the selected media, demonstrating how to:

- Create consumer engagement vs. simple persuasion
- Exploit the value of the emerging media
- Unearth consumer insights that drive effective communication strategies

The strategic idea must be demonstrated clearly across the selected media channels. The winning team is the team creating the most compelling communications strategy to meet the challenge appointed in the brief.

The entry must include a campaign strategy, media channels (which medium and how to use them) and an explanation why the campaign would work. **The teams submit a presentation of max. 10 slides** that include a slide that visually summarises the presentation. The work has to be submitted as a PDF file and it has to be in English. The submitted file can be up to 5 MB and it has to be presentable for the Jury as it is (ie. the teams cannot change the presentation after the submission).

Teams must use only material from Getty Images. Free download facility from [gettyimages.com](http://gettyimages.com) will be made available for every team for the competition (Right Free material).

The work will be judged anonymously. Do not indicate your names, names of your companies or any other recognisable information on your work or in the title of the work.

The teams are expected to deliver **a 5-minute presentation** explaining the campaign to the jury. Timings are strict and the teams are not allowed to present for more than the allocated 5 minutes. The jury has a maximum of 5 minutes to ask questions immediately after the presentation. The work will be judged based on what the team has included in the slides, so do not present the jury with any extra hand-outs or material as it will not count.

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## Submissions

The submission of the work will be made with a submission form. The form will be online at [www.ylf.fi](http://www.ylf.fi) during the competition. The concrete file (or files) has to be uploaded to a cloud (like Dropbox) and then provide a link to the file on the submission form. Remember to fill in all the fields in the submission form. The form will be taken off after the competition deadline (12 March 2017 at 4PM).

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## Millions of questions come in mind after reading this?

Don't worry, **YLF HOTLINE** is here to help! You can reach the hotline via Young Lions Finland Facebook page, email or phone: [facebook.com/younglionsfinland](https://facebook.com/younglionsfinland) / [palomaki.maija@gmail.com](mailto:palomaki.maija@gmail.com) / 040 775 4021.

**The YLF HOTLINE will be on-call during the competition:**

**Friday 10 March: 4PM–9PM**

**Saturday 11 March: 9AM–4PM**

**Sunday 12 March: 9AM–4PM**