



# 66<sup>th</sup> Cannes Lions International Festival of Creativity

2019 U.S. Young Lions Competitions  
Assignment Brief

Project Title: *E.A.T. End Allergies Together*



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## DEAR YOUNG LIONS TEAMS,

We are very excited to kick off the 2019 U.S. Young Lions Competitions by announcing our partnership with **E.A.T. End Allergies Together**, a nonprofit organization focusing on raising money to fund research to find a cure for the growing food allergy epidemic.

Every year our U.S. Young Lions judges look for the most creative and innovative campaign ideas. The winning team for each category will represent the country as "TEAM USA" at the global competitions in France this June.

The assignment brief provides all information needed to complete the project. Use your ingenuity to develop a compelling ad or communications strategy. You will find instructions for all deliverables for submissions starting on page 4 of this document.

**All entries are due no later than 8:00 p.m. (EST) Tuesday, March 12, 2019.**

Please visit [canneslions.ncm.com](http://canneslions.ncm.com) for the complete Official Rules for the 2019 U.S. Young Lions Competitions (click on "Young Lions" tab; then "How to Enter" from menu).

We are honored to serve as the official U.S. representative of the Cannes Lions International Festival of Creativity and are very excited about our partnership this year with **E.A.T. End Allergies Together**. This is the only organization dedicated to raising money to fund research to find cures for food allergies.

Please email [susan.lilley@ncm.com](mailto:susan.lilley@ncm.com) if you should have questions.

Best of Luck!  
National CineMedia



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*A special thanks to our sponsors for their continuous involvement and generous support  
in making the 2019 U.S. Young Lions Competitions better than ever!*





## BACKGROUND INFORMATION

**E.A.T.** was created in 2014 with the goal to create a charitable organization committed to finding and funding treatments and cures of food allergies. It is unique in the food allergy industry for the following reasons:

1. Solely focused on raising money for the most promising research. In just three years, **E.A.T.** has funded eight studies across eleven top institutions.
2. Underwrote expenses so that 100% of net proceeds went to research in 2016.
3. Is nationally recognized, consumer-focused, and brand-driven by top creative, marketing, and communication talent.
4. Has a multi-perspective approach bringing together medical, scientific, business, and legal communities to make high-impact research grants.
5. Has an objective medical advisory board comprised of scientists and clinicians who are leaders in the field but not conducting their own studies.

## KEY MESSAGING

- Utilize new, ground-breaking messaging and channels to reach this target audience and prompt donations.
- Change the game; fund research to find cures to food allergies. For those living with life-threatening food allergies, every bite of food they take is a game of life or death.
- Please do not utilize negative motivations; e.g. "Food allergies are annoying because I can't eat peanuts on a plane" or "I can't take a peanut butter sandwich to school".

## GOALS FOR THIS CAMPAIGN

- The primary goal is to raise monies for research to find treatments and cures for these wide-spread food allergies.
- Make food allergies a topic that everyone is talking about; alert people into knowing that if they don't help, this will quickly expand the epidemic. (In 5 years, 1 in 5 kids will have food allergies.)
- Motivate this younger generation to take action and donate because they are either living with allergies or know people who are, and they understand the gravity of these life-threatening issues.

## THE TARGET AUDIENCE

- Millennials (20–30 years old) who do not have food allergies themselves but have a direct connection to someone/people who do—friend, family member, partner/spouse, child they babysit, work colleague, teammate, etc. (See Addendum for full profile).
- They are a digital-first audience, prepared to act within this space.

## CALL TO ACTION

- Create awareness of **E.A.T** and its mission to this young audience.
- Convert awareness into online donations in the \$1–\$50 range in order to fund research to develop treatments for people with food allergies.

## CHALLENGES E.A.T. FACES

- The newness and small scale of the program; growing their awareness is key.
- People still don't believe food allergies are "real" and can be life-threatening.
- "Food allergies" as a name does not communicate the severity of the condition; "allergy" means stuffy nose and sneezing.
- Comedians, etc. still make fun of the condition.

## ATTACHMENTS *(See Addendum on page 11)*

- **E.A.T.** Logo
- **E.A.T.** Brand Guidelines
- **E.A.T.** Powerpoint Deck
- Millennial Profile





## I. Digital Teams

Create an integrated digital-led campaign that will build awareness for **E.A.T.**; create one call-to-action to engage the target audience to support the program and to provide tangible results. This campaign should include the best digital channel(s), length, and format to deliver your message to this target audience—millennials (yourselves), which is a key component of this competition. It must be an engaging digital concept.

### DELIVERABLES

- A presentation page including: Example of use of 3 digital components (JPEG format, one JPEG for each component). These components could be use of social media platforms but also any other digital-led execution.
- An image summarizing the campaign (in JPEG format)
- A four-part written submission (150 words per section):
  1. Campaign Summary
  2. Creative Insight  
How can creativity help solve the problems using social media platforms and technology?
  3. Solution  
The platforms, technology, and tools used, and why?
  4. How does it work?  
How will the digital solution help answer the brief and solve the problem faced by the client?

Each digital component must be 1920x1080 at 72 dpi. No Flash or video elements should be submitted in this competition. It should not exceed a file size of 15MB. The written submission should be no more than 600 words (150 per section), and the final file must be saved as a PDF document that is no longer than five pages in length.

### DIGITAL UPLOAD INSTRUCTIONS

All files must not exceed 15MB.

Submit your entry at: [canneslions.ncm.com/young-lions/submit](https://canneslions.ncm.com/young-lions/submit)

User ID: One partner's email used in registration

Password: Your full confirmation code (Example: D-104-000)

The project file must be on the local machine that you are using for this upload. Entrants (either partner) may upload files for the same User ID and Password as many times as you like, *but the last file uploaded is the only one retained.*

The upload will accept zip files provided that no executable (.exe) files are included. The upload will verify the file size to the specification of this competition. NOTE: Zipped files will register as a smaller file size because of compression, but when opened they could exceed the allowable maximum file size. Please allow for this possibility when compiling your total file size as it will be rejected if the file exceeds the maximum specified for the competition.

Do not identify your name or agency on the entry title or on the submission; use only the confirmation code as identification.

**Please upload your entry no later than 8:00 p.m. (EST) March 12.**

The Digital Jury will award points according to the following criteria:

- 25% – Presentation/Craft
- 25% – Social Media Concept
- 25% – Creative Execution
- 25% – Perceived Effectiveness/Functionality

Upon completion of the of first round of judging, there will be no more than five finalist teams selected, based on which entries receive the highest scores.

Finalist teams will be required to present their submission in person in New York City at the Digitas offices (375 Hudson St., New York, NY)—live or via video call—to the judges selected by the Sponsor. The live presentations will take place on **April 23 from 3:00–6:00 p.m.** Finalists will be notified at least 10 days prior to scheduled presentation. All expenses incurred for the trip to NYC are the responsibility of each of the finalist digital teams.

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# I. Digital Teams (cont'd.)

## DELIVERABLES EXAMPLE:

Image summarizing campaign (JPEG)

Four-part written submission (150 words max)

**airbnb baby**  
The tiniest Airbnb listing for the tiniest guest

**CAMPAIGN SUMMARY**  
1 in 9 babies are born prematurely each year. For these "premies", lack of access to proper medical equipment can mean the difference between life and death. Brave Beginnings will partner with Airbnb to give people a new way to help fund the equipment needed for this fragile population.

**CREATIVE INSIGHT**  
150 million people use Airbnb to find and book places to stay. The average stay of a preemie baby in the Neonatal Intensive Care Unit (NICU) is 2 weeks. We're going to give Airbnb users the ability to use the booking platform to fund a preemie baby's stay.

**SOLUTION**  
We'll create a profile for a Crafty Omnicube, a special incubator that preemie babies need, on Airbnb. Then we'll use social media to follow and share a real preemie's journey from the moment they arrive in the NICU till it's time to go home.

**HOW IT WORKS**  
Every booking made will help Brave Beginnings provide hospitals with the lifesaving equipment they need to accommodate preemie babies in the critical first weeks of their lives. If 5% of Airbnb's 715,000 unique daily visitors book even one hour (\$5) in the Omnicube, we'll raise \$5 million over a month long campaign period - enough to fund 121 Omnicubes.

**WELCOME HOME**  
Your unique place to bring home local items in 192 countries.

**Start Your Adventure**  
We've chosen locations you'll love, all around the world.

**Brave Beginnings**  
Helping Preemies Thrive

Example of three digital-led components (JPEG)

**VISIT AIRBNB**

**FACEBOOK LIVE**

**TWITTER FEED**

**Cozy Womb-like Abode**  
Entire place  
Hosted by Brave Beginnings

**Facebook Live**  
LIVE 10:08  
Brave Beginnings: Mom and dad came to visit. The doctors say I'm doing well and should be able to go home soon! #airbnbbybravebeginnings

**Twitter Feed**  
Brave Beginnings: Mom and dad came to visit. The doctors say I'm doing well and should be able to go home soon! #airbnbbybravebeginnings  
Brave Beginnings: Loving my new past. Warm and cozy. Feels like I'm back in mom's belly. #airbnbbybravebeginnings





## II. Film Teams

Create a 30-second video that will build awareness for **E.A.T.**; create one call-to-action to engage the target audience to support the program and to provide tangible results. Note that the target audience is millennials (yourselves), which is a key component of this competition.

*NOTE: Professional editing is not allowed. Teams can only use Apple Final Cut, iMovie, Adobe Premiere, or After Effects. The only acceptable file formats are: MOV, M4V, MP4, MPG, or MPEG.*

### FILM UPLOAD INSTRUCTIONS

File size cannot exceed 40MB.

Submit your entry at: [canneslions.ncm.com/young-lions/submit](https://canneslions.ncm.com/young-lions/submit)

User ID: One partner's email used in registration

Password: Your full confirmation code (Example: F-104-000)

The project file must be on the local machine that you are using for this upload. Entrants (either partner) may upload files for the same User ID and Password as many times as you like, *but the last file uploaded is the only one retained.*

Do not identify your name or your agency on the entry title or submission; use only the confirmation code as identification. **Please upload your entry no later than 8:00 p.m. (EST) March 12.**

The Film Jury will award points according to the following criteria:

- 25% – Originality
- 25% – Overall Concept and Message
- 25% – Creative Execution
- 25% – Perceived Effectiveness



### III. Print Teams

Create a print ad that will build awareness of **E.A.T.**; create one call-to-action to engage the target audience to support the program and to provide tangible results. Note that the target audience is millennials (yourselves), which is a key component of this competition.

Only one print ad submission is allowed per team. The submission can be in full color or black and white, however you choose. The ad must be delivered as a hi-res PDF document.

#### UPLOAD INSTRUCTIONS

Hi-res PDF document required.

Submit your entry at: [canneslions.ncm.com/young-lions/submit](https://canneslions.ncm.com/young-lions/submit)

User ID: One partner's email used in registration

Password: Your full confirmation code (Example: P-104-000)

The project file must be on the local machine that you are using for this upload. Entrants (either partner) may upload files for the same User ID and Password as many times as you like, *but the last file uploaded is the only one retained.*

Do not identify your name or your agency on the entry title or submission; use only the confirmation code as identification.

**Please upload your entry no later than 8:00 p.m. (EST) March 12.**

The Print Jury will award points according to the following criteria:

- 25% – Originality
- 25% – Overall Concept and Message
- 25% – Creative Execution
- 25% – Perceived Effectiveness



## IV. PR Teams

Create a strategic plan that will build awareness of **E.A.T.**; create one call-to-action to engage the target audience to support the program and to provide tangible results. Note that the target audience is millennials (yourselves), which is a key component of this competition.

### PR STRATEGY INFORMATION

Each team will be required to develop a strategic public relations plan within a budget of \$500,000. The campaign will launch in Q3 2019 for nine months.

The goal will be to present an innovative strategy with creative and measurable tactics.

The Young Lions PR Competition is looking for teams to define the goal and strategy and provide tactical recommendations. The strategic idea must be demonstrated clearly across the selected channels. Include explanation of how selected tactics are intended to be used in a creative and results-oriented manner.

What the jury will seek to celebrate above all else are PR efforts that generate access to the target audience in ways that are simultaneously innovative, engaging, encompassing, and effective.

Teams will prepare their submissions in the form of a presentation, accompanied by a timeline and budget. Costs must be realistic, but detailed cost exhibits are not required. Please remember, this is the qualifier to the Cannes Lions International Festival of Creativity, which means visuals, copy, and packaging are all very important.

#### The following should be addressed:

- Detail the public relations challenge.
- Give a description of the key insight.
- Include analytical research as to how you obtained this key insight, and how your objectives and strategy were developed.
- Identify the objective(s) and strategy that will be used to overcome the challenge, highlighting the creative idea and channels to be targeted.
- Describe the tactical approach and timeline.
- Explain how the campaign results will be measured.
- Please hold the date of **April 24** open for finalists' presentations in New York City.

### PR UPLOAD INSTRUCTIONS

All files must not exceed 15MB.

Submit your entry at: [canneslions.ncm.com/young-lions/submit](https://canneslions.ncm.com/young-lions/submit)

**User ID:** One partner's email used in registration

**Password:** Your full confirmation code (Example: PR-104-000)

The project file must be on the local machine that you are using for this upload. Entrants (either partner) may upload files for the same User ID and Password as many times as you like, *but the last file uploaded is the only one retained.*

The final file must be saved as a PDF document that is no longer than 10 pages in length. Do not identify your name or your agency on the entry title or submission; use only the confirmation code as identification. **Please upload your entry no later than 8:00 p.m. (EST) March 12.**

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#### IV. PR Teams (cont'd.)

The PR Jury will award points according to the following criteria:

- 25% – Creative Idea
- 25% – Strategy
- 25% – Execution
- 25% – Projected Results

Upon completion of the first round of judging there will be no more than five finalist teams selected, based on which entries receive the highest scores.

Finalist teams will be required to present their submission in person in New York City (at the PR Council)—live or via video call—to the judges selected by the Sponsor. The live presentations will take place on **April 24 from 8:30–11:30 a.m.** Finalists will be notified at least 10 days prior to scheduled presentation. All expenses incurred for the trip to NYC are the responsibility of each of the finalist PR teams.



## V. Media Teams

Create a \$3MM strategic media plan that builds awareness for **E.A.T.** and engages the target audience—millennials (yourselves)—to join the effort and to provide tangible results. The KPI objective is to try to double the 2018 donations of \$1,000,000 by the end of year 2019. Your plan should be focused in July–December 2019. Your media plan should combine innovative media selection with creative uses of the media. Please concentrate on why each media type was selected and how they are intended to be used in a creative and impactful manner. The strategic idea must be demonstrated clearly across the selected media channels. If appropriate, feel free to include PR, promotion, etc.

### MEDIA SUBMISSION REQUIREMENTS

The jury will seek to celebrate media efforts that generate access to the target audience in ways that are simultaneously innovative, engaging, encompassing, and effective. Ideas should be kept simple and direct. Teams should prepare their submissions in the form of a presentation, accompanied by a flow chart to illustrate media elements and timing. Costs for the media selected must be realistic, but detailed cost exhibits are not required. Please use general cost information and note the source.

The Young Lions Media Competition does not require teams to become immersed in providing tactical media explanations or numerical exhibits. Ensure your presentation demonstrates that you have a clear understanding of **E.A.T.** and how your media proposal addresses that.

#### Questions to answer in your presentation:

- What is the media challenge?
- What is your insight?
- How does your strategy address the challenge and insight?
- How does your plan deliver your strategy? What is your big idea?
- What are your plan KPIs?
- How would you monitor and optimize against KPIs?
- What makes your plan unique and brilliant?
- Why will it work?

### MEDIA UPLOAD INSTRUCTIONS

All files must not exceed 15MB.

Submit your entry at: [canneslions.ncm.com/young-lions/submit](https://canneslions.ncm.com/young-lions/submit)

User ID: One partner's email used in registration

Password: Your full confirmation code (Example: M-104-000)

The project file must be on the local machine that you are using for this upload. Entrants (either partner) may upload files for the same User ID and Password as many times as you like, *but the last file uploaded is the only one retained.*

The final file must be saved as a PDF document that is no longer than 10 pages in length. Do not identify your name or your agency on the entry title or submission; use only the confirmation code as identification. **Please upload your entry no later than 8:00 p.m. (EST) March 12.**

The Media Jury will award points according to the following criteria:

- 25% – Innovative Media Strategy
- 25% – Consumer Brand/Media Target Insight
- 25% – Creative Media Execution
- 25% – Perceived Effectiveness

Upon the completion of the second round of judging, there will be no more than six finalist teams selected, based on which entries receive the highest scores. Finalist teams will be required to present their submission in person in New York City at the UM offices (100 W. 33rd St., New York, NY) to the judges selected by the Sponsor. The finalist round will be held on **April 24 from 3:00–6:00 p.m.** Notification will be made to all finalists teams no later than 10 days in advance of this chosen date. All expenses incurred for the trip to NYC are the responsibility of each of the finalist media teams.



## GETTY IMAGES LOGIN INFORMATION

Getty Images is proud to be the exclusive image provider for the 2019 USA Young Lions Competition. As a company of creatives, we understand the creative process and we're driven by a passion to tell bigger, bolder, better stories. We're excited to partner with the best young creatives in the industry and offer our resources and premium selection of imagery to inspire and execute your winning campaigns. Setting up your complimentary account is simple.

### How to get complimentary access to Getty Images Collections:

- STEP 1 – Visit: [engage.gettyimages.com/cannesyl2019](https://engage.gettyimages.com/cannesyl2019)
- STEP 2 – Complete the registration form to get your login credentials. Note you will need to agree to the outlined Terms & Conditions.
- STEP 3 – Your username and password will be sent to you via email.
- STEP 4 – Find the perfect images. Use our advanced search tools to get exactly what you need.

**IMPORTANT:** Access to Getty Images image collections is only valid **February 28 – March 12, 2019.**

Questions? Do not hesitate to contact us at [cannes@gettyimages.com](mailto:cannes@gettyimages.com). We will respond within 24 hours.

*Use of Getty Images content in your projects is not mandatory.*

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Visit the Creative Insights website for imagery that reflects the latest trends:

[creativeinsights.gettyimages.com](https://creativeinsights.gettyimages.com)

## ADDENDUM

- **E.A.T. Logo**  
[canneslions.ncm.com/content/CB/2019/EAT\\_LOGO\\_RGB.jpg](https://canneslions.ncm.com/content/CB/2019/EAT_LOGO_RGB.jpg)
- **E.A.T. Brand Guidelines**  
[canneslions.ncm.com/content/CB/2019/EAT\\_Brand\\_Guidelines\\_2019.pdf](https://canneslions.ncm.com/content/CB/2019/EAT_Brand_Guidelines_2019.pdf)
- Powerpoint **E.A.T. Deck**  
[canneslions.ncm.com/content/CB/2019/EAT\\_Overview\\_YL.pdf](https://canneslions.ncm.com/content/CB/2019/EAT_Overview_YL.pdf)
- Millennial Profile  
[canneslions.ncm.com/content/CB/2019/EAT\\_Millennial\\_Profile.pdf](https://canneslions.ncm.com/content/CB/2019/EAT_Millennial_Profile.pdf)

