

## YoungGuns Award Group

A very, very short history



YoungGuns of the Year (left to right)  
Trevor Clarence (2003), Juan Cabral (2005), Jeff Anderson (2007)  
Eric Kallman (2008), Isaac Silverglate (2007), Craig Allen (2008)  
Matt Devine (2006), Luke Crethar (2006), Antony Nelson (2002), Travis Sorge (2004)

## YoungGuns Philosophy

YoungGuners are the future. We all start as bottom feeders and it's only through sheer determination and hard work that our talent shines and our skills develop. YoungGuns exists to speed up the process, to assist young ability and help them to emerge as serious talent early on in their careers.

## YoungGuns Background

YoungGuns was created in 2000 by 3 young advertising up & comers (or so they thought) –Kristian Barnes, Jason Williams and Michael Kean.

It was borne out of their own frustration with the hierarchical advertising structure and the belief that like themselves, young talent was struggling for the recognition that their ideas merited.

After significant amounts of alcohol and some sleep deprivation the idea for the YoungGuns International Award – **the first international award in the world for creative's and students under the age of 30** – hatched.

Its core purpose was simply to recognize and promote upcoming talent, not reward years of experience as the other established award shows did.

With this core purpose in mind YoungGuns from the very beginning has taken a non traditional, progressive approach to the award show category; its focus is 100% on value for the entrants in terms of profile, opportunities and skill development.

YoungGuns consists of the following elements:

Award	Frequency	Fee to enter	Under 30	Prize
Professional Advertising Award	Annual	Yes	Yes	US\$10,000
Professional Digital Award	Annual	Yes	Yes	US\$10,000
Student Award	Annual	Yes	No - must be a student	US\$5,000 + 3 month paid placement
Creative Brief	Annual	No	Yes	Determined by client
YoungGun of the Month	Monthly	No	Yes	Certificate
Quit in Style	Annual	No	Yes	Black Bullet

Over its relatively short history (as the youngest award show in length of existence – ironic) YoungGuns has established itself as a formidable global brand that is THE platform for and of upcoming talent.

A demonstration of the YoungGuns brand power is the number of initiatives that YoungGuns developed first that have now been taken on board by other shows:

1. The first international Award that offered cash prizes for the winners. (understanding that it would assist young people get ahead)
2. The first international Award that offered the winning student/student team a 3-month paid placement with an international network (the placement is with Leo Burnett Worldwide) for advertising students

3. The first international Award to offer live 'Creative Briefs', to help develop portfolios
4. The first international Award where the winners sit on the following year's jury
5. The first international Award that has a category that just awards ideas, the 'Bottom Drawer Category' (which solved the issue of scam ads that plagued other awards)
6. The first international Award that produced an advertising campaign for its Call for Entries
7. The first international Award whose own advertising campaigns have won awards themselves
8. The first international Award to establish a Travelling Exhibition of all the Winners and Finalists work.
9. The first international Award to have a jury panel that truly represented every region – North America, South America, Europe, Middle East, Africa, Asia and Oceania.
10. The first Award with a category for User Generated Content - "Quit in Style"
11. The first Award to create a social network to showcase the work of young talent

YoungGuns continues to evolve faster than any other award show reflective of its own nature and the changes in the advertising world of new channels and new ways to connect with the consumer.

YoungGuns heralds the best upcoming talent, work and ideas. Our entrants are tomorrow's leaders (so be nice to them)

#### **Awards won by YoungGuns Call for Entry Campaigns**

- 2002 AWARD: FINALIST
- 2002 Asia Pacific Awards: FINALIST
- 2003 D&AD: FINALIST
- 2003 One Show Interactive: FINALIST
- 2003 Creative Circle Award-London: SILVER
- 2006 One Show Interactive: FINALIST
- 2006 London International Award: FINALIST
- 2006 Cannes Cyber Lions: FINALIST
- 2006 AWARD: Silver (x5)
- 2006 CLIO: FINALIST
- 2007 One Show: FINALIST
- 2007 CAANZ: Grande Axis 'X' Award Interactive
- 2007 CAANZ: Grande Axis Direct
- 2007 CAANZ: GOLD