

YGAward Creative Brief

globalcurrent.org

Why are we advertising? (Background)

There is only one planet earth that we live on. We cannot move planet if we run out of water, food or decide we don't like the environment. We, and our future generations, will be here for better or for worse.

People forget this. People forget that the planet is a closed system. All actions have planet wide implications. Humans, as the dominant species, have the most impact. People don't realize that their decisions, or lack of decisions, can cause untold suffering or have serious consequences for the future.

Over 100 years of industrialization and consumerism has changed the face of the planet. Changed the way people live. Changed the environment in which we live.

We have entered a period of unprecedented natural disasters; floods, hurricanes, earthquakes, drought and so on. Some argue that these are examples of the planets defense system struggling against the human virus which is attacking it.

We want to remind people that they need to pay attention. To pay attention to governments and business, to the decisions that they make on our behalf that affect our planet, our home. We want to move people from their myopic view of personal satisfaction goals, encouraged by consumerism, to consider the welfare of the planet.

We want people to behave towards the planet in the same way they behave towards their own home, with love, care and attention.

Role of the communication?

To encourage each global citizen to sign the petition at globalcurrent.org thus making a statement of discontent with current government and industrial policies that affect the planet.

We want millions of people to sign the petition. To have their say now. For it to become the single biggest statement of opinion by the people of the world so that it can be presented to governments and industry leaders with a clear message of "better environmental and industrial policies right now".

This is about the power of human momentum. We're looking for a simple universal idea that translates in any language.

The campaign is to encourage registrations at globalcurrent.org



Who are we talking to?

Every person on the planet.

Key Consumer Insight

"This is mine and my children's home and I want to protect it"



What do we need to say?

Register now before it's too late. Start a global current. Be part of a movement that will help ensure the survival of our planet.



Why is this true and relevant?

There's only one earth. If we don't protect it our children will have nothing. All available information shows that we are on or about to come to a global environmental tipping point, for example;

1. Global warming has been confirmed.
2. Carbon footprints and their implications are common conversation.
3. The consequences of the global population growth on food, water and energy resource are well documented.
4. Sweatshops, child labour, slavery, pitiful working conditions, oil wars, diamond wars and all the other results of human industry and consumerism are well documented.
5. Every person contributes in some way, whether consciously or not to the demise of our home planet.

We have to take responsibility and speak with one voice that commands attention from governments and industry leaders. We have to ask for better protection of our planet, before it is too late. We need to be the generation that makes change.

Tone

Edgy, provocative, informative.

Personality

Serious and evocative.

Mandatory Inclusions (Logos, addresses, legals, permit no.s, etc)

<http://www.globalcurrent.org>

Advertising requirements – Utilise as many as your idea needs

A brand mark/logo that becomes a symbol for the global current movement (e.g.; Greenpeace, WWF)

Website

Viral (web spot)

Banners

EDM

Other non traditional channels

Print

You do not need to build the web elements. Simply illustrate/describe your idea. The winner will develop these elements in conjunction with YoungGuns and Kinetic.



Deadline and Eligibility

Anyone born after November 25, 1976 is eligible to enter.

There is no entry fee for submissions.

Submissions are unlimited.

Students may enter this brief into the YoungGuns Student Award; there is a fee of \$45AUD per submission (single or campaign).

The deadline is November 15, 2007

Prize

A healthy planet.

To be the parent of a global movement.

Your idea will be bought to life in conjunction with YGAward and Kinetic Singapore.

Rules, Regs & Presentation

- Work will be judged by the 2007 YoungGuns jury.
- The work will be awarded upon the idea and its usability. The Judges decision is final.
- The winner will be credited as the idea generator if the piece is entered into any award and they also have the right to use it for their own promotional purposes (portfolio).
- All work must be submitted as A3 mounted laser copies or proofs (on black card). You must also send a copy of your entry/entries on CD saved as A4 300 dpi flattened Photoshop files (per execution).

YoungGuns Creative Brief Entry Form

globalcurrent.org

The following information is used for publication. Please print carefully and make sure all information is accurate.

Attach this form to the back of your work.

The person/s who expect/s to win & be acknowledged for the work must be born after 25 November, 1976, and must enter their date of birth (D.O.B) on the form below.

Entry is Free.



Title of Entry _____

Name of Entrant _____

Entrant Company _____

Address _____

Phone Fax _____

Email _____ D.O.B _____

Agency _____

Eligible Creative/s _____

Eligible Creative/s _____



I confirm that all details above are correct.

Signature _____ Date _____

Photocopy form as many times as needed.

Send submissions to:

globalcurrent.org
YoungGuns International Advertising Award
Level 1, 299 Elizabeth Street
Sydney NSW 2000
Australia

Any questions email - livia@ygaward.com

Our Philosophies

Kinetic

As their name might suggest, Kinetic Singapore is in the business of movement - an analogy best summed up by the dynamic web graphics that have made them such a hit. Powered by a relentless passion to move ideas, break new ground and explore the unexplored, the numerous exploits of this pint-sized, but hugely influential agency, has simply compelled the industry to sit up and take notice, not just locally, but globally.



Despite having won over 200 local and international awards, it might still be hard to believe that this sheer quality and quantity of work all stems from a tiny office on the tiny little island of Singapore. But this is one creative shop that believes its work will ultimately do all the talking.

<http://www.kinetic.com.sg>

YGAward

We all start at the bottom.

Through hard work our talent shines and our skills develop. YoungGuns offers emerging and young creative talent the opportunity to demonstrate ability and develop skills. In essence, it is the only showcase of young global talent



The leading creatives of tomorrow are the entrants of YoungGuns today (so be nice to them)

<http://www.ygaward.com>