

Hearts & Science x Young Lions

MEDIA CAMPAIGN BRIEF

RULES



The competition is open to two-person teams, which must produce a creative solution to a given task within by 24.2., MN. An expert jury will evaluate the idea and insight (based on data) connected to business results and KPIs. The winning team will be entered into the Young Lions (CR) competition, fully funded by Hearts & Science.

TASK



Create a media campaign to promote Capture that stands out, is cost-effective and engages the target audience.



Timing
July 2023



Target Group
18-34 y.o., Czech



Budget:
2 million CZK

PROCESS



ABOUT YOUNG LIONS

Young Lions is a unique opportunity for young marketing professionals eager to demonstrate their skills in the industry. Winners get the opportunity to represent and delegate passes at the Cannes Lions festival (media category).

PRODUCT

Capture: the Carbon Footprint Tracker & Sustainability App is a new free app for tracking your carbon footprint. It allows users to view their current carbon footprint, set goals to reduce it and also provide tips and advice. In addition, it allows users to track their progress and compare their carbon footprint with others.

Think about your creative/insight

1

Think about what message will be communicated and how creative approaches will be used to reach the target group.

Choose a platform and channels

2

Consider which platform and channels are best suited to reach your target audience and allocate your campaign budget accordingly.

Prepare a one-pager (A3, pdf) and a short report (A4, docx)

3

Prepare written summaries (in English) of the creative idea, strategy and execution. Identify your goals, analyze the audience, summarize the media strategies and provide recommendations.

Prepare your team bio

4

Tell us about yourself! Make sure to include key facts about each person and the team as a whole. Include your name, age, school and what you enjoy about marketing.

KPI



10K
app downloads



1M
campaign reach