



**cairns
hatchlings**

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**CRITERIA
2026**

14 MAY 2026

KEY DATES AND INFORMATION

- **Launch:** Wednesday, 17 September 2025
- **Round 1 Deadline for Submissions:** Thursday, 5 February 2026
- **Round 1 Late Deadline for Submissions:** Thursday, 12 February 2026
- **Finalists announced:** Thursday, 5 March 2026
- **Round 2 Live Briefing:** Tuesday, 12 May 2026
Cairns Convention Centre
- **Round 2 Live pitches (24-hour round):** Wednesday, 13 May 2026
Cairns Convention Centre
- **Round 2 Video Pitch (48-hour round):** Thursday, 14 May 2026
Cairns Convention Centre
- **Awards Ceremony:** Thursday, 14 May 2026
Cairns Convention Centre

ENTRY PRICING

ON-TIME ENTRY

\$199.00 AUD + GST per entry

LATE ENTRY

\$249.00 AUD + GST per entry

WEBSITE

<https://cairnscrocodiles.com/cairns-hatchlings-2026/>

SUBMISSION PORTAL

<https://hatchlingssubmission.cairnscrocodiles.com/>

2026 CATEGORIES

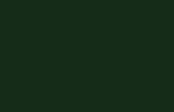
*NEW FOR 2026

-  AUDIO
-  DESIGN
-  DIGITAL
-  MARKETING
-  MEDIA
-  OUT OF HOME*
-  PR
-  PUBLISHING*
-  STRATEGY*
-  VIDEO

CHARITY PARTNERS



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SUBMISSION GUIDELINES & REQUIREMENTS

1. ALL ENTRANTS MUST HAVE THREE TO EIGHT YEARS OF INDUSTRY EXPERIENCE.

2. PRESENTATION

- Submit a PDF presentation of no more than 10 slides that details your strategy and campaign, demonstrating the following:
 - **The Creative Idea:** Describe how creativity is used to address and solve a specific problem.
 - **Relevance to Brief:** Demonstrate how every element of the response directly aligns with the challenge and objectives outlined in the brief.
 - **Strategy:** Outline the platforms, technology and tools chosen, explaining their purpose and relevance.
 - **Execution:** Show how the proposed solution meets the brief and tackles the challenge effectively.
- Include an A3 landscape presentation board in pdf format that visually summarises the campaign for public consumption and media partner publishing.

3. WORD LIMIT

- The total word count for the presentation is limited to 1,500 words maximum.

4. SUBMISSION FORMAT

- All entries must be submitted online at:
<https://hatchlingssubmission.cairnscrocodiles.com/>
- Files should be uploaded in PDF format directly into the submission portal.
- If audio or video files are included, ensure they are downloadable and remain accessible until at least May 15, 2026.

5. SUPPORTING MATERIALS

- You may submit additional supporting materials as needed (included within the word count limit).

6. TEAM COMPOSITION

- Each entry should be submitted by a team that consists of two people.

7. ORIGINAL WORK

- All responses must be original work created specifically for this competition.

8. PRESENTATION BOARD

- Provide a Presentation Board in A3 landscape format that visually summarises the campaign for public consumption and media partner publishing.
- Audio and Video categories may also include MP3 or MP4 files as part of this summary.

AUDIO BRIEF

MMAD



In partnership with Musicians Making A Difference (MMAD)
Sponsored by CRA

SECTION	DETAILS
Brief (One Sentence)	Design an audio creative for the 'LIVE LIKE MMAD' campaign that challenges people to take on their dream challenge, something that helps them live their best life, while raising funds for kids doing it tough and allowing them to live like MMAD.
Background Information	<p>Musicians Making A Difference (MMAD) transforms the lives of young people in need through creativity, music and mentoring. MMAD works with young people facing homelessness, mental health challenges or cycles of disadvantage, helping them break through barriers and discover their true potential.</p> <p>'LIVE LIKE MMAD' is MMAD's first-ever national fundraising initiative. The campaign inspires people to live their dream or take on a personal challenge while raising money to help young people overcome hardship and live their full potential.</p>
The Brief/Objectives	<p>Your audio track should:</p> <ul style="list-style-type: none">• Inspire the audience to imagine what their LIVE LIKE MMAD challenge could be• Motivate people to sign up for the campaign at www.mmad.org.au/challenge• Work effectively across all audio channels• Deliver a tone that is excited, urgent, fun and inspiring

<p>Target Audience</p>	<ul style="list-style-type: none"> • Corporates and workplace teams • Individuals of all ages • Schools and student groups • People who love a challenge and want to live a better life or achieve a bucket list goal while doing good
<p>Key Message</p>	<p>What is LIVE LIKE MMAD?</p> <p>We all want to challenge ourselves to be better, fitter and healthier. But many young people struggle to live to their full potential because of the environment they grew up in or the childhood trauma they have faced.</p> <p>Living like MMAD is about living your best life, breaking barriers, going above and beyond and doing things you never thought possible. At MMAD, we believe every young person deserves someone who believes in them and the opportunity to live their full potential. LIVE LIKE MMAD invites our community to step up, live their dreams and raise funds to help those who need it most.</p>
<p>Tone</p>	<p>Uplifting, urgent, inclusive and authentic</p>

<p>Style/Audio Guidelines</p>	<p>Example Audio Hooks</p> <p><i>(These are only for inspiration – groups are encouraged to create their own original approach.)</i></p> <p>Hook 1 – Direct Challenge:</p> <p>Voiceover: <i>"What would you do if nothing held you back? Run a marathon? Learn to surf? Bake a cake every day for a month? Now imagine doing it... and changing a young person's life at the same time."</i></p> <p>[Uplifting music swells]</p> <p>Voiceover: <i>"Sign up for LIVE LIKE MMAD. Live your dream. Help them live theirs. Visit mmad.org.au/challenge."</i></p> <p>Hook 2 – Story Driven:</p> <p>Sound FX: Street noise fades into gentle guitar</p> <p>Voiceover: <i>"Some kids grow up believing the sky's the limit. Others grow up believing they'll never leave the ground. You can change that. Take on a challenge that inspires you... and give them the chance to dream big too."</i></p> <p>Voiceover: <i>"LIVE LIKE MMAD. Sign up today at mmad.org.au/challenge."</i></p> <p>Hook 3 – High Energy Countdown:</p> <p>Sound FX: Fast drum beat and clapping</p> <p>Voiceover: <i>"30 days. One challenge. Your best life. Their new future. LIVE LIKE MMAD is here – surf it, run it, bake it, sing it, dance it. Whatever your challenge, make it count."</i></p> <p>Voiceover: <i>"Sign up now at mmad.org.au/challenge."</i></p>
<p>Budget</p>	<p>\$0</p>

AUDIO CRITERIA

Teams will record and edit an original audio track to promote an MMAD; this could be a piece of sonic branding, a radio or podcast ad or something entirely different. The track should be created with different channel iterations in mind.

This category is open to a team of two young professionals based in Asia-Pacific working in advertising, creative communications, design agencies (or similar), in-house creative teams or freelancing.

CRITERIA	SCORE	QUESTIONS
The Creative Idea	50%	Does the creative idea demonstrate clear innovation and fresh thinking within its category?
		Does the idea align with and further the brand's purpose or mission?
		Does the creative approach stand out from the competition?
Strategy	20%	Does the strategy clearly reflect a deep understanding of the brand's positioning and goals?
		Does the work effectively target the intended audience using relevant design elements and messaging?
		Does the submission demonstrate strong strategic insights that differentiate it from standard approaches?
		Does the campaign's approach align with current media, user and creative trends while maintaining relevance to the brand?

CRITERIA	SCORE	QUESTIONS
Relevance to Brief	20%	Does the work clearly and comprehensively answer the client's brief, addressing all key requirements?
		Has the work gone beyond the brief to add additional value or innovation without straying from its core objectives?
		Are the solutions presented in the work both creative and practical in answering the brief's demands?
		Does the submission effectively balance creativity with the real-world constraints provided in the brief?
		Does the work show a deep understanding of the client's brand, audience and industry challenges?
Execution	10%	Was the execution flawless, with no major technical or production errors?
		Does the submission meet or exceed the client's objectives and is the output consistent with the brief's goals?

DESIGN BRIEF

In partnership with Canteen



SECTION	DETAILS
Brief (One Sentence)	Develop a compelling creative concept for the next iteration of Canteen's brand marketing campaign utilising our 'Flipside of Cancer' brand platform.
Background Information	<p>Canteen provides life-changing cancer support to young people and relies on the community's generosity for 85% of its funding.</p> <p>Australian parents aged 35–55 are most likely to have children in the age range Canteen supports and have been identified as the most important audience group for fundraising growth.</p> <p>Canteen brand awareness within this group is reasonably high; however, there is a significant drop-off from awareness to engagement.</p> <p>The purpose of Canteen's brand marketing campaign activity is to emotionally connect with this audience, capturing their attention, showcasing Canteen's impact and priming them for action, whether by accessing services or donating.</p> <p>More info</p>

<p>Background Information</p>	<p>The first iteration of the campaign using the 'Flipside of Cancer' brand platform ran in 2024/25, providing valuable insights into what worked well and what could be improved.</p> <p>Canteen is committed to creative consistency and will continue using this platform while developing new assets to enhance campaign effectiveness.</p> <p><u>Brand tracking</u> information (Kantar) Target <u>audience research</u> summary Brand campaign insights (<u>Kantar</u> & <u>Foxtel</u>) Existing creative assets</p> <ul style="list-style-type: none"> • <u>30" TVC</u> • Social static - example <u>one</u> and <u>two</u> • Digital Out of Home - example <u>one</u> and <u>two</u>
<p>The Brief/Objectives</p>	<p>Improve the creative effectiveness of Canteen's brand marketing campaign by developing the next iteration of creative assets.</p> <p>Objective: Drive brand awareness and engagement in Canteen's key audience segment, building on the strengths of the first wave while addressing identified weaknesses.</p>
<p>Target Audience</p>	<p>Info here</p>

Key Message	Help teens find a flipside to cancer.
Tone	Flipping from negative (the challenges of cancer) to positive (with the support of Canteen).
Deliverables	<ul style="list-style-type: none"> • Creative campaign assets applying the 'Flipside of Cancer' platform, including static, film and digital executions. • Short campaign video reel (30 seconds) demonstrating the concept across digital platforms.
Mandatory Elements	<ul style="list-style-type: none"> • Use of the 'Flipside of Cancer' brand platform • Canteen's key distinctive asset - the bandanna • Canteen logo • Addressing weaknesses in the existing creative assets (eg need to introduce brand codes earlier)
Style/Audio Guidelines	<p>Visual flip and/or two-sidedness in any film/static assets. 'Flip' in tone in any audio assets.</p> <p>Brand kit: https://media.canteen.org.au/brand-kit</p>
Campaign Flighting	This is a strategic choice - we are open to your recommendations on flighting in order to improve creative effectiveness.
Budget	<p>To help ensure that Hatchling ideas have the best chance of making it to market, we can provide the following estimates as a guide:</p> <ul style="list-style-type: none"> • Creative and production: \$100,000 AUD • Media spend: \$650,000 AUD (with an expectation that media partners provide significant added value on a pro bono basis in recognition of our charity status).
KPIs	<ul style="list-style-type: none"> • Lift brand engagement among 36-55 year-olds from 23% in April 2025 to 28% by March 2027. • Increase the brand memorability and brand communication awareness scores to 'norm' level in the Kantar campaign assessment research.

DESIGN CRITERIA

Teams will develop a Canteen design based on a provided product brief. This could range from a multi-format campaign to a complete visual identity, with a focus on real-world application and future-forward thinking.

This category is open to a team of two young professionals based in Asia-Pacific working in advertising, creative communications, design agencies (or similar), in-house creative teams or freelancing.

CRITERIA	SCORE	QUESTIONS
The Creative Idea	50%	Does the creative idea demonstrate clear innovation and fresh thinking within its category?
		How well does the idea align with and further the brand's purpose or mission?
		Does the creative approach stand out from its competitors?
Strategy	20%	Does the strategy underpinning the design clearly reflect a deep understanding of the brand's positioning and goals?
		How effectively does the work target the intended audience, using relevant design elements and messaging?
		Does the submission demonstrate strong strategic insights that differentiate it from standard approaches?
		How well does the design approach align with current media, user and creative trends while maintaining relevance to the brand?

Relevance to Brief	20%	Does the work clearly and comprehensively answer the client's brief, addressing all key requirements?
		Has the work gone beyond the brief to add additional value or innovation without straying from its core objectives?
		Are the solutions presented in the work both creative and practical in answering the brief's demands?
		Does the submission effectively balance creativity with the real-world constraints provided in the brief?
		Does the work show a deep understanding of the client's brand, audience and industry challenges?
Execution	10%	Was the execution flawless, with no major technical or production errors?
		Does the submission meet or exceed the client's objectives and is the output consistent with the brief's goals?
		How effectively does the design carry across multiple platforms and is the quality consistent?

DIGITAL BRIEF

In partnership with Women On A Mission



SECTION	DETAILS
Brief (One Sentence)	<p>Develop an integrated, digitally led campaign that inspires corporate sponsors and partners to join <i>Women on a Mission</i> (WOAM), enabling greater funding and professional capture of our life-changing expeditions and in turn empowering women survivors of war, violence and abuse worldwide.</p>
Background Information	<p>Since 2012, WOAM has organised 12 epic expeditions, raising over \$1.4 million USD for carefully selected charities that empower women survivors. These journeys push participants to their physical, emotional and mental limits - from crossing Iran's Lut Desert to paddling Bhutan's rivers and cycling across Ethiopia's Danakil Depression - while shining a global spotlight on women's rights and resilience.</p> <p>Our three core pillars are:</p> <ul style="list-style-type: none">• Adventure with Purpose: bold expeditions in extreme environments to raise funds and awareness.• Fundraising & Events: high-profile, creative campaigns & events beyond the traditional gala model.• Leadership & Advocacy: storytelling, talks and workshops that inspire action for gender equality. <p>Each expedition is currently self-funded and supported by volunteers. 100% of the funds raised by the participants goes to the charity partners. Long-term sustainability - particularly for filming, photography, safety, logistics as well as promoting the work of WOAM and its partners - requires deeper corporate partnership.</p>



Target Audience	Corporations with strong CSR/ESG mandates, DEI and HR/Talent Development leaders, female leadership networks and high-net-worth individuals seeking meaningful giving. <i>NB: WOAM offers a purpose-driven platform for companies to advance DEI and employee engagement by: championing gender equality (SDG 5) and inspiring leaders through expedition participation.</i>
Key Message	Partner with Women on a Mission - empower survivors, inspire your female leaders and make every step of the journey count. <i>NB: Participants describe WOAM journeys as life-changing. Supporting WOAM empowers survivors while creating transformative leadership experiences for executives.</i>
Tone	Bold, purposeful and authentic. Combining the adrenaline of extreme adventure with the heart of social impact.
Deliverables	<ul style="list-style-type: none"> • Digital campaign assets (LinkedIn-first creative, social media ads, website banners). • Short video reel (30-45s) combining expedition imagery with impact stories. • Campaign landing page with clear partner call-to-action.
Mandatory Elements	Include WOAM branding, website (https://www.womenmission.com), a clear partner CTA and authentic expedition and beneficiary impact visuals / stories.
Style/Audio Guidelines	Adventure-meets-purpose: rugged landscapes, authentic human moments and a colour palette inspired by nature (desert ochres, ocean blues, glacier whites paired with WOAM's bold brand palette).
Campaign Flighting	Launch ahead of International Women's Day (March 2026) and WOAM's expedition season to maximise relevance and corporate planning cycles.
Budget	Assume a hypothetical \$15K–\$20K AUD for content creation and promotion, with strong encouragement for creative in-kind resource leverage.
KPIs	<ul style="list-style-type: none"> • 3x increase in corporate partnership enquiries. • 2 confirmed multi-year sponsorships by campaign close. \$100K AUD in partnership funds secured for 2026-2027 expeditions. • 5+ senior female leaders from partner organisations participating in 2026-2027 expeditions.

DIGITAL CRITERIA

Teams will be challenged to develop an integrated, digitally led campaign for Women On A Mission using innovative digital executions and technology to solve the brief.

This category is open to a team of two young professionals based in Asia-Pacific working in advertising, creative communications, design agencies (or similar), in-house creative teams or freelancing.

CRITERIA	SCORE	QUESTIONS
The Creative Idea	50%	Is the campaign genuinely innovative, introducing something new in the market?
		Does the campaign idea have the potential to surprise and engage the audience in an unexpected way?
		What is the projected or demonstrated impact of the creative idea on the brand's visibility, engagement or market share?
		Is the work daring and bold and does it push creative boundaries while still being appropriate for the brand?
		Is there a strong narrative or emotional connection that can enhance the audience's experience and the brand's identity?



Strategy	20%	Does the strategy reflect a deep understanding of the brand's positioning, audience and market trends?
		Are the design elements and creative choices well-aligned with the brand's objectives and the insights derived from research?
		Does the campaign effectively target the intended audience through its messaging tone and visuals?
		Does the strategy provide clear differentiation from competitors and elevate the brand in a meaningful way?
		Are the insights backed by data or research and how effectively have they been incorporated into the overall approach?
Relevance to Brief	20%	Does the work clearly and comprehensively answer the client's brief, addressing all key requirements?
		Has the work gone beyond the brief to add additional value or innovation without straying from its core objectives?
		Are the solutions presented in the work both creative and practical in answering the brief's demands?
		Does the submission effectively balance creativity with the real-world constraints provided in the brief?
		Does the work show a deep understanding of the client's brand, audience and industry challenges?
Execution	10%	Was the execution flawless, with a high level of attention to detail across all elements?
		Does the execution demonstrate a balance of creativity and practicality, ensuring that the campaign is feasible?
		How well were the campaign's ideas and strategies translated into a final product that could work in the real world?
		Is there consistency and coherence across all touchpoints of the campaign (if multi-channel)?
		Is the execution scalable, flexible and adaptable to different platforms or markets?

MARKETING BRIEF

In partnership with Canteen



SECTION	DETAILS
Brief (One Sentence)	Develop the next iteration of Canteen's brand marketing campaign utilising our 'Flipside of Cancer' brand platform.
Background Information	<p>Canteen provides life-changing cancer support to young people and relies on the community's generosity for 85% of its funding.</p> <p>Australian parents aged 35–55 are most likely to have children in the age range Canteen supports and have been identified as the most important audience group for fundraising growth.</p> <p>Canteen brand awareness within this group is reasonably high; however, there is a significant drop-off from awareness to engagement.</p> <p>The purpose of Canteen's brand marketing campaign activity is to emotionally connect with this audience – capturing their attention, showcasing Canteen's impact and priming them for action, whether by accessing services or donating</p> <p>More info</p>

<p>Background Information</p>	<p>The first iteration of the campaign using the 'Flipside of Cancer' brand platform ran in 2024/25, providing valuable insights into what worked well and what could be improved. Canteen is committed to creative consistency and will continue using this platform while developing new assets to enhance campaign effectiveness.</p> <p><u>Brand tracking</u> information (Kantar) Target <u>audience research</u> summary Brand campaign insights (<u>Kantar</u> & <u>Foxtel</u>) Existing creative assets</p> <ul style="list-style-type: none"> • <u>30" TVC</u> • Social static - example <u>one</u> and <u>two</u> • Digital Out of Home - example <u>one</u> and <u>two</u>
<p>The Brief/Objectives</p>	<p>Develop the strategy, creative and implementation plan for the next iteration of Canteen's brand marketing campaign.</p> <p>The objective is to drive brand awareness and engagement in the key audience segment, leveraging the consistency of the 'Flipside of Cancer' platform while addressing the weaknesses identified in the first wave of the campaign.</p>
<p>Target Audience</p>	<p>Info here</p>

Key Message	Help teens find a flipside to cancer.
Tone	Flipping from negative (the challenges of cancer) to positive (with the support of Canteen).
Deliverables	<ul style="list-style-type: none"> • Campaign strategy outlining positioning, target audience and approach. • High level implementation plan (including flighting and channel mix) • OPTIONAL: Creative campaign assets (concept examples across key formats such as film, digital and social) with short 30-second campaign reel to demonstrate the idea in action.
Mandatory Elements	<ul style="list-style-type: none"> • Use of the 'Flipside of Cancer' brand platform • Incorporation of Canteen's key distinctive asset - the bandanna • Canteen logo
Style/Audio Guidelines	<p>Visual flip and/or two-sidedness in any film/static assets. 'Flip' in tone in any audio assets.</p> <p>Brand kit: https://media.canteen.org.au/brand-kit</p>
Campaign Flighting	This is a strategic choice to be determined as part of this brief - we are keen to see your recommendations on flighting as part of utilising the media budget as effectively as possible.
Budget	<p>To help ensure that Hatchling ideas have the best chance of making it to market, we can provide the following estimates as a guide:</p> <ul style="list-style-type: none"> • Creative and production: \$100,000 AUD • Media spend: \$650,000 AUD (with an expectation that media partners provide significant added value on a pro bono basis in recognition of our charity status).
KPIs	Lift brand engagement among 36-55 year-olds from 23% in April 2025 to 28% by March 2027.

MARKETING CRITERIA

Original, engaging creative work starts with a strong brief. Teams must work to come up with a concise, direct and compelling brief on behalf of Canteen, the kind that will clearly act as a creative springboard for an agency.

This category is open to a team of two young professionals based in Asia-Pacific working in advertising, creative communications, design agencies (or similar), in-house creative teams or freelancing.

CRITERIA	SCORE	QUESTIONS
The Creative Idea	50%	Is the central concept original, or does it build on existing ideas in a novel or fresh way?
		How well does the concept resonate with the target audience and align with their preferences and behaviours?
		Is the concept both bold and realistic? Can it be feasibly executed within the client's and agency's constraints?
		Does the campaign's message clearly communicate the brand's purpose and resonate emotionally or intellectually with the target audience?
		Is the concept scalable and adaptable for different platforms or market conditions?

Relevance to Brief	20%	Is the brief concise, focused and easy to understand without ambiguity?
		Does the brief clearly define the brand's goals, target audience and campaign objectives in a streamlined manner?
		Is the brief actionable, with no unnecessary details or excessive jargon?
		Does the brief give enough direction while allowing room for creative freedom?
		Are the key performance indicators (KPIs) or success metrics clearly outlined in the brief?
Strategy	20%	Does the submission reflect a thorough understanding of the client's organisation, its goals and market positioning?
		Does the strategy present innovative ways to differentiate the brand within its category while being relevant to the target audience?
		Has the team conducted relevant research or used insights that provide a solid foundation for the strategy?
		How well does the strategy reflect current market trends and challenges while also anticipating future opportunities?
Execution	10%	Is there strong evidence that the brief will lead to a campaign that can meet the objectives in the brief? Especially so for measurable success with increased brand awareness, engagement or conversions?
		Is the brief and request backed by data or insights that support its potential for effectiveness?
		How well does the brief align with the brand's KPIs and success metrics and can these be realistically achieved?
		Has the team provided any case studies, metrics or similar previous campaign outcomes to support their asks in the brief?

MEDIA BRIEF

In partnership with Mood
Sponsored by Yahoo



SECTION	DETAILS
Brief (One Sentence)	Brew up a media strategy that gets corporate Australia drinking tea with purpose - MOOD Tea.
Background Information	<p>MOOD Tea isn't just another tea brand, it's tea with impact. Born from the advertising industry, we sell premium teas online, through Woolworths and directly to businesses.</p> <p>The best part? 100% of our profits fund youth mental health programs. So far, MOOD has helped over 9,000 young people access preventative mental health support.</p> <p>We've run bold, award-winning consumer campaigns (thanks to the generosity of the ad industry), but now it's time to turn our focus to the B2B world. Offices drink oceans of tea every day. Why shouldn't that cuppa do good?</p>
The Brief/Objectives	<p>Create a media strategy that makes MOOD Tea the go-to office tea and corporate gift for businesses across Australia.</p> <p>We want companies to stock their kitchens, gift their clients and reward their staff with tea that sparks connection <i>and</i> drives social impact.</p>
Target Audience	<p>Office heroes: EAs, Office Managers, People & Culture, ESG, Procurement teams in corporate Australia.</p> <p>People who want to choose products that taste great, look premium and make a difference.</p>

<p>Key Message</p>	<p>Award-winning premium teas for your workplace - where every sip supports youth mental health.</p> <p>Key Selling Points:</p> <ul style="list-style-type: none"> ● Compostable tea bags ● Made in Australia ● Vegan & vegetarian friendly ● Non-GMO natural product ● 100% of profits fund youth mental health programs
<p>Tone</p>	<p>Optimistic. Hopeful. A little cheeky. Always rooted in the positive social impact we deliver.</p>
<p>Deliverables</p>	<ul style="list-style-type: none"> ● A bold, creative media strategy that reaches our B2B decision-makers where they are (think digital, social, Out of Home, trade media, events, office networks, even retail media).
<p>Mandatory Elements</p>	<ul style="list-style-type: none"> ● Social impact front and centre, it's not just tea, it's change. ● Link to Connection: a tea break isn't just a break, it's a chance to connect, recharge and spark conversation.
<p>Style/Audio Guidelines</p>	<p><u>MOOD Style Book</u></p>
<p>Campaign Flighting</p>	<p>Recommend the best timing and touchpoints to connect with B2B buyers.</p>
<p>Budget</p>	<p>Officially \$0. But... thanks to the generosity of the advertising industry, we have the chance to unlock pro bono media. So dream big, don't let budget hold back brilliant ideas.</p>
<p>KPIs</p>	<ul style="list-style-type: none"> ● New B2B clients reached ● B2B orders received ● \$\$\$ value of B2B orders received ● Growth in social followers

MEDIA CRITERIA

Sponsored by Yahoo



Teams are required to craft a compelling and unique media plan for Mood that will deliver outsized success to a client's business. Each pair will be required to generate the necessary insight to develop an innovative media strategy.

This category is open to a team of two young professionals based in Asia-Pacific working in advertising, creative communications, design agencies (or similar), in-house creative teams or freelancing.

CRITERIA	SCORE	QUESTIONS
The Creative Idea	50%	Is there a bold, original and industry-shifting idea at the core of this media campaign?
		Does the idea push boundaries, setting new standards within the industry while remaining relevant to the brand?
		Could the idea be scaled across multiple channels effectively, if required, while maintaining its impact?
		How well will the media channel and creative choices reach and resonate with the target audience, considering cultural and social relevance?
		Does the concept offer the potential to set trends or inspire other campaigns in the industry?



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Strategy	20%	Does the strategy demonstrate a deep understanding of the brand's positioning and long-term goals?
		Is there a clear, focused plan that aligns the creative concept with key objectives and market insights?
		How effectively does the strategy integrate all elements of the campaign (creative, media, audience targeting, etc.) into a cohesive whole?
		Is the strategic plan backed by research, data or consumer insights that enhance the campaign's relevance and success?
		Does the strategy account for potential challenges in the market and present a proactive solution to address them?
Relevance to Brief	20%	Is there a sharp insight derived from research or data that unlocks a deeper understanding of the target audience?
		How well does the campaign address the key objectives and challenges outlined in the client's brief?
		Does the insight demonstrate a fresh or unique understanding of the target audience's behaviour, needs or aspirations?
		Does the work deliver on the brief and how well does it address the brand's specific goals and KPIs?
Execution	10%	Is there a clear, demonstrable understanding of the brief that is reflected in the campaign's execution?
		Does the execution align with the strategy and creative concept while also delivering practical and high-quality outcomes?
		How well does the campaign deliver on its goals within the client's constraints (budget, time, resources)?
		Is the campaign execution flawless, with attention to detail and technical precision?

OUT OF HOME BRIEF

In partnership with Canteen



Section	Details
Brief (One Sentence)	Create an eye-catching out-of-home campaign that bandanna-fies Australia in a national show of support for teens facing cancer.
Background Information	<p>Being a teen is hard enough - even before you add cancer to the mix. Young people dealing with their own diagnosis, a close family member's cancer or the death of a loved one often feel highly distressed, isolated and alone.</p> <p>Bandanna Day (October 2026) is a chance for all Australians to show their support for - and solidarity with - teens facing cancer. Canteen is on a mission to bandanna-fy Australia and show young people impacted by cancer that they are not alone.</p> <p>Older Australians will fondly remember taking part in Bandanna Day at school. It's how most of them have heard of Canteen and the life-changing cancer support services we provide. Bandanna Day's presence in schools has declined and therefore younger Australians who most need Canteen's support have the lowest levels of Canteen brand awareness.</p> <p>Hatchlings - we need your help to bring Bandanna Day back, make the campaign iconic again and most importantly, ensure that teens dealing with cancer know that Canteen is in their corner.</p>
The Brief/Objectives	<p>Create an eye-catching campaign that uses out-of-home assets in creative and unexpected ways to bandanna-fy Australia for Bandanna Day in October 2026.</p> <p>Our goal is to achieve mass reach and talkability - all geared towards showing teens impacted by cancer that they are not alone.</p>
Target Audience	<ul style="list-style-type: none">• Adult Australians (35-55) who fondly remember taking part in Bandanna Day at school.• Younger Australians (25-34) who can more closely identify with our cause.

Key Message	Wear a bandanna to show your support for teens facing cancer.
Tone	Positive, hopeful & uplifting
Deliverables	<ul style="list-style-type: none"> • Out of Home creative concept demonstrating how to bandanna-fy Australia • 5 Out of Home asset designs (billboards, transit, street furniture, or digital formats) <p>OPTIONAL: Media partnership proposal securing an Out of Home partner committed to bringing the concept to life and providing added value</p>
Mandatory Elements	<ul style="list-style-type: none"> • Canteen logo (can be incorporated as part of a bandanna design if relevant)
Style/Audio Guidelines	<p>Brand kit available here https://media.canteen.org.au/brand-kit</p> <p>Bandanna designs can be viewed online at https://shop.bandannaday.org.au/ with some design files available here (other design files available on request).</p>
Campaign Flighting	Launch 1 October 2026, building to Thursday 29 October (Bandanna Day).
Budget	<p>We genuinely want to bandanna-fy Australia and understand that this won't be achievable on a purely pro-bono basis. For an outstanding creative idea with a committed Out of Home media partner, we can allocate:</p> <ul style="list-style-type: none"> • Creative & production: \$30,000 AUD • Media spend (for Bandanna Day Out of Home campaign): \$100,000 AUD with media partner(s) expected to provide significant additional pro bono support up to a minimum of \$1M AUD.
KPIs	<ul style="list-style-type: none"> • Increase awareness of Bandanna Day from 53% in April 2025 to 70% by March 2027. • Increase awareness of Canteen as the charity behind Bandanna Day from 35% in April 2025 to 40% by March 2027. • Reach of media coverage / social media content generated by Out of Home concept.

OUT OF HOME BRIEF

Teams will create an impactful, innovative campaign that uses out-of-home media to engage audiences in the physical world. This could include billboards, street furniture, digital outdoor, experiential stunts or location-specific activations that cleverly combine creativity, context and technology.

This category is open to a team of two young professionals based in Asia-Pacific working in advertising, creative communications, design agencies (or similar), in-house creative teams or freelancing.

CRITERIA	SCORE	QUESTIONS
The Creative Idea	50%	Does the creative idea leverage the Out of Home environment in a fresh, innovative way?
		Does it use physical space in a way that surprises or delights?
		Does it integrate technology or contextual triggers to increase relevance and impact?
		Is it scalable across multiple Out of Home formats and locations?
Strategy	20%	Does the strategy demonstrate a strong understanding of the target audience's behaviour in physical environments?
		Does it show why Out of Home was chosen and how it complements the wider media mix?
		Is the use of placements strategic, well-reasoned and aligned with brand objectives?
		Is the concept backed by insight or data that supports its real-world impact?

Relevance to Brief	20%	Does the work clearly and comprehensively answer the client's brief, addressing all key requirements?
		Has the work gone beyond the brief to add additional value or innovation without straying from its core objectives?
		Are the solutions presented in the work both creative and practical in answering the brief's demands?
		Does the submission effectively balance creativity with the real-world constraints provided in the brief?
		Does the work show a deep understanding of the client's brand, audience and industry challenges?
Execution	10%	Was the campaign clearly communicated with attention to craft and detail?
		Is the concept feasible and well-articulated across chosen formats?
		Are the visual mockups clear and convincing?
		Would this campaign stand out in a real Out of Home environment and cut through audience apathy?

PR BRIEF

In partnership with Musician's Making A Difference



SECTION	DETAILS
Brief (One Sentence)	<p>MMAD is launching its first ever fundraising initiative LIVE LIKE MMAD, a campaign empowering corporates, teams and individuals to live their full potential while raising money to transform the lives of disadvantaged young people experiencing homelessness, mental health challenges, or social exclusion.</p>
Background Information	<p>Project: LIVE LIKE MMAD – Fundraising Campaign Launch through PR Hosted by: Musicians Making A Difference (MMAD)</p> <p>What is LIVE LIKE MMAD?</p> <p>To LIVE LIKE MMAD means to push your limits, bring out your best self and channel that energy into creating change for young people who need someone to believe in them.</p> <p>By dancing, singing, running, baking, biking, writing like MMAD, you're helping young people break through the barriers of homelessness, abuse, neglect and disadvantage. You're helping provide the wraparound support they need to heal, grow and live their best lives.</p> <p>Participants set a personal or team challenge, their own MMADness and commit to it for a set time while raising funds through an online fundraising page.</p>
The Brief/Objectives	<ol style="list-style-type: none">1. Launch a Viral Movement – Inspire people to sign up, share and recruit others to LIVE LIKE MMAD2. Make Fundraising Easy – Provide simple tools for participants to set up their fundraising page within minutes3. Connect Emotionally – Share powerful MMAD stories showing how creativity and mentoring have transformed young lives4. Corporate and Team Engagement – Position the campaign as a way for businesses to boost team culture, wellness and social impact5. Community Building – Create a buzz in Cairns that can spread nationally

<p>Target Audience</p>	<p>There are 3 key target audiences, the response can either focus on one of the groups or all 3 of the groups:</p> <ol style="list-style-type: none"> 1. Schools, community groups & parents 2. Corporate partners – existing and new supporters of MMAD 3. Individuals – influencers, celebrities and individual MMAD supporters
<p>Key Message</p>	<ul style="list-style-type: none"> • Every young person deserves someone who believes in them • When you live your potential, you help others reach theirs • Your MMADness can change a young person’s life
<p>Tone</p>	<p>Inspiring, playful and bold. Campaign challenges should feel fun, daring and shareable while connecting clearly to the social cause.</p>
<p>Challenge Inspiration</p>	<p>Possible Challenges;</p> <ul style="list-style-type: none"> • Surf Like MMAD – surf every day for a month • Golf Like MMAD – commit to a golfing goal or event • Bake Like MMAD – bake daily or weekly for colleagues or community • Dance Like MMAD – post daily dance videos • Sing Like MMAD – release a song or perform regularly • Drive Like MMAD – road trip challenges for awareness • Meditate Like MMAD – daily mindfulness practice • Run Like MMAD – run a set distance every day • Bike Like MMAD – cycle a set challenge <p>Extra Creative Ideas to Spark the Movement</p> <ul style="list-style-type: none"> • Wear Like MMAD – wear the same outrageous outfit for 30 days • Cold Plunge Like MMAD – ocean or ice bath every morning • Paint Like MMAD – create a piece of art each day • Give Like MMAD – do one random act of kindness daily • Busk Like MMAD – perform in public spaces to raise donations • Learn Like MMAD – pick a new skill and document progress daily • Laugh Like MMAD – tell a joke every day on social media • Build Like MMAD – create something new every day (furniture, tech, music) • Switch Like MMAD – swap out one habit for a better one for 30 days • Clean Like MMAD – help clean beaches, parks, or community spaces

<p>Deliverables</p>	<p>Develop a creative PR strategy to launch LIVE LIKE MMAD that:</p> <ul style="list-style-type: none"> • Inspires maximum sign-ups from corporates, teams and individuals • Makes it easy and exciting for people to choose and commit to their own MMADness • Creates a clear emotional connection between the challenge and the cause • Has the potential to go viral nationally • Uses social media, PR and community networks effectively • Positions the campaign as both a personal growth journey and a movement for social change • Gamifies the challenge to maximise fundraising, leveraging proven peer-to-peer techniques from successful charities
<p>Mandatory Elements</p>	<ul style="list-style-type: none"> • Call to Action - Sign up. Set your challenge. Live Like MMAD. • Make your Live Like MMAD Challenge days matter for you, your team and young people who need it most.
<p>Style/Audio Guidelines</p>	<p>Bold, youthful and high-energy.</p>
<p>Campaign Flighting</p>	<p>Recommended to coincide with campaign launch in early 2026, building momentum through Hatchlings and carrying through to mid-2026 fundraising push.</p>
<p>Budget</p>	<p>\$0</p>
<p>KPIs</p>	<p>Fundraising target – Suggested target circa 300k over 12 months</p>

PR CRITERIA

Teams will create an innovative and original PR execution for Musicians Making A Difference (MMAD) that cleverly aligns with culture and appears in unexpected spaces. Each pair will be required to generate the original insights necessary to create the execution.

This category is open to a team of two young professionals based in Asia-Pacific working in PR, advertising, creative communications, design agencies (or similar), in-house creative teams or freelancing.

CRITERIA	SCORE	QUESTIONS
The Creative Idea	50%	Does the creative idea push boundaries, setting new standards within the industry while remaining relevant to the brand?
		How well does the creative idea resonate with the target audience, considering cultural and social relevance?
		Does the creative concept offer the potential to set trends or inspire other campaigns in the industry?
Strategy	20%	Does the strategy demonstrate a deep understanding of the brand's positioning and long-term goals?
		Is there a clear, focused plan that aligns the creative concept with key objectives and market insights?
		How effectively does the strategy integrate all elements of the campaign (creative, media, audience targeting, etc.) into a cohesive whole?
		Is the strategic plan backed by research, data or consumer insights that enhance the campaign's relevance and success?
		Does the strategy account for potential challenges in the market and present a proactive solution to address them?

Relevance to Brief	20%	Is there a sharp insight derived from research or data that unlocks a deeper understanding of the target audience?
		How well does the campaign address the key objectives and challenges outlined in the client's brief?
		Does the insight demonstrate a fresh or unique understanding of the target audience's behaviour, needs or aspirations?
		Does the work deliver on the asks made in the brief and how well does it address the brand's specific goals and KPIs?
Execution	10%	Is there a clear, demonstrable understanding of the brief that is reflected in the campaign's execution?
		Does the execution align with the strategy and creative concept while also delivering practical and high-quality outcomes?
		How well does the campaign deliver on its goals within the client's constraints (budget, time, resources)?
		Is the campaign execution flawless, with attention to detail and technical precision?

PUBLISHING BRIEF



In partnership with Women On A Mission

SECTION	DETAILS
Brief (One Sentence)	<p>Create a powerful, multi-format publishing campaign that amplifies <i>Women on a Mission</i> (WOAM)'s stories of courage, resilience and transformation, inspiring corporate sponsors and partners to fund and professionally capture future expeditions and in turn empower women survivors of war, violence and abuse worldwide.</p>
Background Information	<p>Since 2012, WOAM has led 13 extreme, self-funded expeditions - from crossing Iran's Lut Desert to cycling across Ethiopia's Danakil Depression - raising over \$1.4 million USD for charities supporting women survivors.</p> <p>Through Adventure with Purpose, Fundraising & Events and Leadership & Advocacy, WOAM blends physical challenge, powerful storytelling and social impact. Corporate sponsorship enables professional expedition capture and amplifies our message across publishing platforms, reaching CSR/ESG decision-makers globally.</p> <p>Each expedition is currently self-funded and supported by volunteers. Corporate sponsorship would allow us to professionally document expeditions and amplify our voice through publishing channels - from digital articles and feature spreads to photo essays and leadership reflections - reaching CSR/ESG decision-makers and inspiring action.</p>
The Brief/Objectives	<p>Create a publishing-led campaign to:</p> <ul style="list-style-type: none">• Tell WOAM's mission and expedition stories in compelling, shareable formats.• Inspire 2-3 long-term corporate partnerships.• Drive awareness and credibility across print, digital and social channels.• Showcase the dual impact of partnerships: empowering survivors while elevating partner brands and leadership communities.

Target Audience	Corporations with CSR/ESG mandates, DEI and HR/Talent Development leaders, female leadership networks and high-net-worth individuals. Also editors of purpose-driven publications and business media.
Key Message	Partner with Women on a Mission - empower survivors, transform your leaders and be part of a story worth telling.
Tone	Bold, authentic and inspirational - combining the adrenaline of extreme adventure with the heart of human resilience.
Deliverables	<ul style="list-style-type: none"> • Feature article or series (digital and print-ready): profiling expeditions, partner impact and participant stories. • Photo essay: high-impact expedition imagery paired with captions highlighting purpose and outcomes. • Leadership reflections: op-ed style content from expedition leaders and participants. • Social media publishing kit: excerpts, quotes and imagery adapted for LinkedIn and Instagram. <p>OPTIONAL: Interactive flipbook or microsite: an immersive storytelling experience for corporate audiences.</p>
Mandatory Elements	Include WOAM branding and website (https://www.womenmission.com). Clear call-to-action for partnership enquiries. Authentic expedition visuals and first-person stories.
Style/Audio Guidelines	Editorial quality, adventure-meets-purpose imagery, candid portraits and immersive storytelling.
Campaign Flighting	Ideal release ahead of International Women’s Day (March) and in the lead-up to WOAM’s expedition season.
Budget	Assume a hypothetical \$15K–\$20K AUD for content creation, editing, design and distribution; encourage creative use of in-kind resources.
KPIs	Hypothetical \$15K–\$20K AUD; encourage creative, in-kind support.

PUBLISHING CRITERIA

Teams will be tasked with creating a compelling print campaign, editorial concept or branded publishing piece. This may include magazine ads, editorial takeovers, branded content supplements or print-driven activations that merge storytelling with design excellence.

This category is open to a team of two young professionals based in Asia-Pacific working in publishing, advertising, creative communications, design agencies (or similar), in-house creative teams or freelancing.

CRITERIA	SCORE	QUESTIONS
The Creative Idea	50%	Is the concept fresh, original and well-suited to the print or publishing medium?
		Does it tell a compelling story or provoke thought?
		Does the creative idea make the most of print's tactile, visual or long-form nature?
		Does it push boundaries for what print or branded content can be?
Strategy	20%	Does the strategy reflect an understanding of the brand's voice, values and the context in which the piece will be read?
		How well does the creative align with the intended audience interests and reading habits?
		Was publishing chosen for a specific, insight-driven reason?
		Does it demonstrate smart editorial or creative thinking?



Relevance to Brief	20%	Does the work clearly and comprehensively answer the client's brief, addressing all key requirements?
		Has the work gone beyond the brief to add additional value or innovation without straying from its core objectives?
		Are the solutions presented in the work both creative and practical in answering the brief's demands?
		Does the submission effectively balance creativity with the real-world constraints provided in the brief?
		Does the work show a deep understanding of the client's brand, audience and industry challenges?
Execution	10%	Is the execution flawless in terms of layout, design, copywriting and presentation?
		Does the piece feel polished and professionally produced?
		Would this campaign hold a reader's attention in a real-world setting?
		Is the storytelling and visual identity consistent and aligned with the brand?

SECTION	DETAILS
Brief (One Sentence)	Make Bonds synonymous with loyalty, through an ownable annual event for our members on 24 July – a day of round the clock rewards, showing members that Bonds is there for them 24/7.
Background Information	<p>Bonds Mission: It's our mission to make the world a comfier place for all. We are Australian at heart and made to feel good. We are loud, we are proud and we have lots of fun.</p> <p>Bonds 24/7 Day Background: In 2025, we launched our inaugural 24/7 Day event for Bonds Rewards. The event was a huge success, driving strong sales in owned channels and delivering our highest loyalty acquisition day of the year. See key info below;</p> <p>Activation Mechanics</p> <ul style="list-style-type: none"> ● Bonds Online: <ul style="list-style-type: none"> ○ Golden Ticket Giveaway: 1x random \$7k AUD winner per hour for 24 hours, simply shop Bonds online and go in the running to win. Golden ticket placed into the orders, with customers finding out if they were a winner when their satchel arrives. ○ Surprise & Delight: 3x points promotion for 1 hour at 2.47pm (sent via SMS) ● Bonds & Bonds Outlet stores: <ul style="list-style-type: none"> ○ 7x points promotion on in-store purchases (\$1 AUD spend = 7 points, 100 points = \$5 AUD voucher) ○ Surprise & Delight: 1 customer per store surprised with their order gifted on the day. <p>Key Outcomes</p> <ul style="list-style-type: none"> ● Delivered our strongest retail sales day of the year – above that of a traditional sale event like Black Friday or Boxing Day (and without a % discount on offer). ● Stores were +11% on target, online was +129% to target. ● We acquired over 10K new Bonds Rewards members, up +30% to an average week, with 22% of sales coming from new members. ● Online, stores & social channels looked A+ with content takeovers, high impact window banners, in-store signage and full site takeovers. ● Paid media reached 6.95M Aussies in the lead up to our 24/7 Day event – helping to drive awareness and member sign up. ● Beautiful stories of customers receiving the in-store surprise & delight.

<p>The Brief/Objectives</p>	<ul style="list-style-type: none"> • Drive a >250% increase in member acquisition in the lead up to 24/7 Day vs. LY (10K signups > 25K signups). • Drive sales in owned channels, delivering a +20% uplift YoY. • Drive uplift in existing member CLV to ensure strong retention. • 60% of new members to make a repeat purchase within 6 months. <p>Business problem we are trying to solve: In a sea of loyalty programs all vying for the attention of Aussie shoppers and their share of wallet, how do we stand out from the pack and build fame around Bonds Rewards?</p> <p>Bonds loyalty members have a higher customer lifetime value (CLV) than guests – but don’t always see the inherent value in signing in or signing up, despite the free returns & shipping, \$5 AUD welcome voucher and points every time you shop.</p> <p>Communications objective: Get Aussies associating 24 July with Bonds – measured through increased awareness of Bonds Rewards amongst innerwear buyers +2%.</p> <p>Cultural objective: Make Bonds Rewards the most coveted loyalty program in the retail fashion category.</p>
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<p>Target Audience</p>	<p>Primary: Women aged 25 – 45 who either shop for self within women’s category or shop baby as their first category.</p> <p>However, whilst women are the primary audience based off engagement and highest propensity to shop, it’s important that in the spirit of our <i>As Worn By Us</i> brand platform, the event strategy has broad audience appeal to include Aussies aged 45+, all genders and metro + regional.</p> <p>Some member insights:</p> <ul style="list-style-type: none"> • Average member lifespan 1.7 years (based on churn rate of 60%) • Customers who shop across multiple categories have a higher ATV than those who just shop within on category. • 40% of our current members initially shop within women’s category, with then 46% of those shoppers not cross shopping other categories, only shopping women’s. <p>A few takeouts from the Australian Loyalty Association report (July 2024), shows some big opportunities for Bonds and consumer behaviours as the industry shifts to focus on loyalty:</p> <ul style="list-style-type: none"> • 84% of Aussies are members of a loyalty program with the average Aussie being part of 5.1 different programs. • Aussies are most invested in grocery programs (Woolies leading Coles in # of members) vs retail/fashion, naturally this is due to frequency of shop and everyday vs occasional items. • Bonds Rewards is ranked #14 by size of active loyalty members. • Whilst Millennials are the biggest cohort for our current Bonds Rewards program, we’re in a unique position against other apparel retailers to be able to have strength across all generations, where most competitors either peak in younger or older generations.
<p>Key Message</p>	<p>Bonds 24/7 - The most rewarding day of the year.</p>

<p>Tone</p>	<p>We speak with ease, a bit of cheek and tell it like it is. We're inclusive, confident and honest but we don't take ourselves too seriously. There's a playful smirk that follows each sentence, but it's anchored by our down-to-earth energy, grown up wisdom and approachability.</p> <p>Bold, brave and forward but never loud, demanding or intrusive. We're not overly sentimental or complicated, either. We're experts in our products and we're not shy with talking about it. Aussie through and through and we're all about making the uncomfortable comfortable for everyone.</p> <p>Core Personality Traits</p> <ul style="list-style-type: none"> • Cheeky & Witty: We have a fun and upbeat humour about ourselves and life in general. Our wit is sharp but never mean-spirited. We use light to moderate wordplay, clever observations and playfulness to make people smile and feel at ease. • Approachable & Conversational: We talk like your easy going and smart, grown-up friend— they know what to say and help make you feel comfortable in their presence. Our language is natural, down-to-earth, not pretentious and we always think through the lens of accessibility. • Confident & Optimistic: We know our stuff and we're not shy about it. In fact, comfy is in our DNA. We've been making undies (and more) for decades and we're proud of that heritage. Our confidence is trusted and encouraging — we believe in our products and we're experts in what we do.
<p>Deliverables</p>	<p><u>Strategic Deliverables</u></p> <ul style="list-style-type: none"> • A six to 10 slide strategy deck outlining your key diagnostics of loyalty problems, your views on the inaugural Bonds 24/7 Day program strengths and shortcomings; and insights underpinning your recommended creative strategy that provides a long-term platform for Bonds to successfully grow this into an ownable property with the salience of gold standard programs like Amazon Prime Day, Foxtel's EOFYS and Black Friday. <p><u>Creative Deliverables</u></p> <ul style="list-style-type: none"> • Outline the creative idea and platform that will surprise and delight loyalty members and provide longevity, building year on year. • Identify and rationalise the Brand codes and distinctive assets that provide a platform for all communication activities. • Bring these to life in a series of creative executions, including: <ul style="list-style-type: none"> ○ 1 x event day activation for Bonds stores ○ 1 x event day activation for Bonds online (if different to above) ○ 1 x paid digital video concept + storyboard for pre-event phase ○ 1 x outdoor billboard concept for pre-event phase ○ 1 x radio ad script for pre-event phase ○ 1 x social media content extension for 24/7 Day

Mandatory Elements	<ul style="list-style-type: none"> • Strategy should maximise full 24-hour period, including outside of business hours. • Creative must leverage existing Bonds Rewards style guide. • Messaging in the lead up to and on the day must be clear and easily digestible, with one simple call to action. • 24/7 Day rewards must be accessible and cater to a broad demographic (not restricted by location, gender, age, etc). • 24/7 Day event activation must come to life in both stores and online channels, though ways of activating can differ in each channel. • If the creative execution features talent, it must include a diverse and inclusive range of people that reflect the fabric of Australia. • Outside of paid media amplification, available owned channels for customer comms include – social media, SMS, store signage, online banners and email newsletters.
Style/Audio Guidelines	Style Guide available HERE .
Campaign Flighting	Pre-Event Phase: 2 weeks prior (focus on awareness & acquisition) Event Live: 24 July
Budget	Budget: \$350K AUD Team to provide recommendation of how budget should be split across these areas to maximise effectiveness; <ul style="list-style-type: none"> • Production of creative assets • Paid media amplification • Any reward or prizing costs
KPIs	<ul style="list-style-type: none"> • Drive a >250% increase in member acquisition in the lead up to 24/7 Day vs. LY (10K signups > 25K signups). • Drive sales in owned channels, delivering a +20% uplift YoY. • Drive uplift in existing member CLV to ensure strong retention. • 60% of new members to make a repeat purchase within 6 months.

STRATEGY CRITERIA

Teams will be tasked with developing a clear, insight-driven strategy that forms the backbone of a compelling creative campaign. The strategy should demonstrate a strong understanding of the brand, its objectives and the behaviour and motivations of the target audience. It should show how the campaign is positioned to stand out in the market and how each element of the idea is grounded in purposeful, thoughtful planning.

Judging will focus on the clarity, originality and effectiveness of the strategic approach, including how well it incorporates research, leverages relevant trends and translates into a creative springboard that could realistically deliver business impact.

This category is open to a team of two young professionals based in Asia-Pacific working in advertising, creative communications, design agencies (or similar), in-house creative teams or freelancing.

CRITERIA	SCORE	QUESTIONS
Strategy	50%	Does the strategy demonstrate a clear understanding of the brand's voice, values and market context?
		How well does the strategy align with the audience's behaviours, needs and expectations?
		Is there a strong, insight-driven reason behind the chosen approach or medium?
		Does the strategy reflect smart, original thinking that adds depth and purpose to the creative idea?
The Creative Idea	20%	Is the concept fresh, original and distinctive within its medium?
		Does it tell a compelling story, spark emotion, or provoke new ways of thinking?
		Does the idea make the most of the chosen format's unique strengths, whether visual, auditory, experiential or digital?
		Does it push creative boundaries while remaining purposeful and relevant to the brand?

Relevance to Brief	20%	Does the work clearly and comprehensively respond to the client's brief and address all key objectives?
		Has the team added value or innovation beyond the brief without veering off course?
		Are the proposed solutions both imaginative and realistic within the project's scope?
		Does the submission strike the right balance between creative ambition and practical constraints?
		Does it reflect a strong understanding of the brand, target audience and category challenges?
Execution	10%	Is the final work polished, professional and executed to a high standard across all elements?
		Does the creative feel cohesive, with consistent storytelling, tone and visual identity?
		Would the work stand up in a real-world environment and effectively engage its intended audience?
		Has attention been paid to detail in the presentation, production and delivery of the idea?

VIDEO BRIEF

In partnership with Women On A Mission



SECTION	DETAILS
Brief (One Sentence)	<p>Create an original, 60-second film for <i>Women on a Mission</i> (WOAM) that inspires corporate sponsors and partners to join our expeditions, helping fund and professionally capture these journeys, to empower women survivors of war, violence and abuse worldwide.</p>
Background Information	<p>Since 2012, WOAM has embarked on 13 extreme, self-funded expeditions across deserts, oceans, glaciers and mountains, raising over \$1.4 million USD for charities that champion women's rights.</p> <p>Each expedition combines physical endurance, powerful storytelling and tangible impact, raising awareness for survivors while offering corporate partners transformative leadership opportunities for their female executives.</p> <p>Each expedition is currently self-funded and supported by volunteers. Corporate sponsorship would facilitate essential expedition elements such as professional filming, photography, safety and logistics - amplifying both WOAM's reach and the causes we champion.</p> <p>Participation in WOAM expeditions is by invitation and vetting only. Female leaders nominated by sponsors must demonstrate readiness through: commitment to physical preparation and fundraising, alignment with WOAM's <i>golden rules</i> (team commitment over individual drive, cool under pressure, adaptability).</p> <p>This vetting ensures the physical and psychological safety of the group and the success of the mission. Sponsorship does not automatically guarantee selection for all nominated participants.</p>



The Brief/Objectives	<p>Produce a 60-second film that:</p> <ul style="list-style-type: none">• Raises awareness of WOAM's mission and expeditions among corporate audiences.• Conveys the urgency and impact of funding our work.• Motivates potential partners to take action and join WOAM's mission while highlighting the calibre and commitment required for participation.• Highlight the dual impact: funding programmes for survivors while providing leadership growth for executives.
Target Audience	<ul style="list-style-type: none">• Corporate leaders with CSR/ESG mandates, DEI and HR/Talent Development teams, senior female leadership networks and high-net-worth individuals.• Also relevant for purpose-driven brands and companies aligned with SDG 5 (Gender Equality).

VIDEO CRITERIA

Teams will be tasked with creating a compelling video campaign. This may include short-form commercials, social-first video series, branded documentaries, behind-the-scenes content or creative storytelling formats that demonstrate excellence in visual craft, narrative and audience engagement.

This category is open to a team of two young professionals based in Asia-Pacific working in advertising, creative communications, design agencies (or similar), in-house creative teams or freelancing.

CRITERIA	SCORE	QUESTIONS
The Creative Idea	50%	Is the work genuinely innovative, introducing something new or groundbreaking in the market?
		Does the creative idea have the potential to surprise and engage the audience in an unexpected way?
		What is the projected or demonstrated impact of the creative idea on the brand's visibility, engagement, or market share?
		How daring or bold is the work and does it push creative boundaries while still being appropriate for the brand?
		Is there a strong narrative or emotional connection that can enhance the audience's experience and the brand's identity?



Strategy	20%	Does the strategy reflect a deep understanding of the brand's positioning, audience and market trends?
		Are the design elements and creative choices well-aligned with the brand's objectives and the insights derived from research?
		How well does the campaign target the intended audience through its messaging, tone and visuals?
		Does the strategy provide clear differentiation from competitors and elevate the brand in a meaningful way?
		Are the insights backed by data or research and how effectively have they been incorporated into the overall approach?
Relevance to Brief	20%	Does the work clearly and comprehensively answer the client's brief, addressing all key requirements?
		Has the work gone beyond the brief to add additional value or innovation without straying from its core objectives?
		Are the solutions presented in the work both creative and practical in answering the brief's demands?
		How effectively does the submission balance creativity with the real-world constraints provided in the brief?
		Does the work show a deep understanding of the client's brand, audience and industry challenges?
Execution	10%	Was the execution flawless, with a high level of attention to detail across all elements?
		Does the execution demonstrate a balance of creativity and practicality, ensuring that the campaign is implementable?
		How well were the campaign's ideas and strategies translated into a final product that could work in the real world?
		Is there consistency and coherence across all touchpoints of the campaign (if multi-channel and relevant)?
		Is the execution scalable, flexible and adaptable to different platforms or markets?



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