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SUBMISSION CRITERIA

2027 ROUND 1

KEY DATES

- **Round 1 Entries Open:** Monday, 2 November 2026
- **Round 1 Deadline for Submissions:** Friday, 12 February 2027
- **Round 1 Late Deadline for Submissions:** Friday, 19 February 2027
- **Finalists announced:** Wednesday, 17 March 2027
- **Round 2 Live Briefing:** Tuesday, 25 May 2027
  - Live at Cairns Convention Centre
- **Round 2 Live pitches (24-hour round):** Wednesday, 26 May 2027
  - Live at Cairns Convention Centre
- **Round 2 Film Pitch (48-hour round):** Thursday, 27 May 2027
  - Live at Cairns Convention Centre
- **Awards Ceremony:** Thursday, 27 May 2027
  - Live at Cairns Convention Centre

SUBMISSION PRICING

ON-TIME ENTRY
$199.00 AUD + GST per entry

LATE ENTRY
$249.00 AUD + GST per entry

WEBSITE
https://cairnscrocodiles.com/cairns-hatchlings/

SUBMISSION PORTAL
https://hatchlingssubmnission.cairnscrocodiles.com/

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SUBMISSION REQUIREMENTS

1. **ALL ENTRANTS MUST HAVE 3-8 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 27, 2027.

5. **SUPPORTING MATERIALS**
   - You may submit additional supporting materials as needed (included within the word count limit).
   - Audio and Video categories may also include MP3 or MP4 files as part of this summary.

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.

9. **All slides, including the summary slide may be published publicly.**

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2027 CATEGORIES

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

ROUND 1
CHARITY PARTNER

CITIZENS OF THE REEF

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ROUND 1 BRIEF

BRIEF IN ONE SENTENCE

Create an idea that inspires 30,000 people across Asia-Pacific to **download** the Great Reef Census app and **donate** their attention, so that together they can **analyse** a full year of Great Barrier Reef Census images in a single day.

BACKGROUND INFORMATION

Coral reefs cover less than 1% of the ocean, yet support a quarter of all marine life and half a billion people with food, income and coastal protection. Between 2023 and 2025, reefs across the world have faced the most extensive bleaching in recorded history, affecting more than 80% of coral ecosystems. Yet reefs that survive today hold the blueprint for recovery – if we act fast enough.

Our world's coral reefs are approaching a critical tipping point just as global conservation funding contracts. This creates a widening gap between what reefs need to survive and what traditional conservation teams can realistically deliver. In this pivotal moment, broadscale citizen science is no longer a discretionary extra; it is essential infrastructure. And with NOAA forecasting a very strong El Niño through the 2026–27 season, the pressure on reefs across the Pacific isn't letting up.

Citizens of the Reef was born from this idea: anyone, anywhere could help shape the future of coral reefs, powered by emerging technology, grounded in science. Our response is a 360-degree conservation model driven by people power, supported by partnerships, innovative technology and leading science. Two connected initiatives sit at the heart of it: the Great Reef Census, which generates reef data, and the Reef Cooperative, which turns data and knowledge into action on the ground.

How the Great Reef Census Works
Divers and snorkelers capture images on the reef alongside Traditional Owners, tourism operators, tug and dive crews, ranger groups and scientists. Around the world, virtual volunteers, schools and corporate teams analyse those images online. AI pre-processes each reef image, drawing boundaries around coral, rubble and other features, and citizens then refine those boundaries, achieving 97–99% accuracy against expert scientists for key coral types.

That work matters. It results in data that informs scientific modelling used for Crown-of-Thorns Starfish intervention, helps locate the most essential reefs for recovery, and enables Traditional Owners to take a leading role in managing their own Sea Country.

After six years of being tried, tested and proven on the Great Barrier Reef, the Great Reef Census went truly global this year, with international teams now completing successful pilots across the Red Sea, Hawai'i and the Coral Triangle, the Earth's most biodiverse marine region that borders Malaysia, the Philippines, Indonesia, Papua New Guinea, Solomon Islands, and Timor-Leste.

Back home, the sixth Great Reef Census produced the most comprehensive dataset in Census history. So far this year, 11,555 people have analysed images from 1,250 locations, running at nearly four times the pace of the previous Census. Out on the water, the Reef Cooperative has installed over 1,000 MARRS Reef Stars, restoring coral rubble beds into live hard coral.

In 2027 we launch the Great Reef Census app, taking the Census off the desktop and into people's hands, as it scales across the Great Barrier Reef, the Coral Triangle and the Red Sea.

INSIGHT

Most of us give away hours of attention every day, to feeds and notifications that ask a lot of us and give very little back. The Great Reef Census turns on a few minutes of that same attention into reef science and reef managers act on.

And it takes far less than people think. This year's Great Barrier Reef dataset needs around 290,000 analyses. If 30,000 people each analysed 10 images, which takes most people less than ten minutes, that's 300,000 analyses, enough to complete the whole dataset in a day.

People who love reefs often assume there's nothing meaningful they can do from where they are. There is, and it fits into a coffee break. As we say in our Impact Report, every minute donated strengthens the system we all rely on.

THE BRIEF

We'd love you to help us launch the Great Reef Census app across Asia-Pacific, or in the country you know best. Ideas can be multinational, regional or country-specific.

Here's the ambition. Every year, the images our community captures on the Great Barrier Reef need to be analysed before scientists and reef managers can use them. This year, thousands of people have been doing that work over several months. With the app in people's hands, we believe 30,000 people could do it in a single day. And once they've done it for the Great Barrier Reef, we'd love them to come back and do the same for the Coral Triangle.

So we're looking for an idea that gets people who have never heard of us to download the app and analyse their first images, and leaves them wanting to come back for the next one.

This is not your typical ‘charity’ ask. We're asking people to donate their attention, and in return we're offering something genuinely rare: the chance to do real conservation work, and to see that it counted.

The pressure on reefs is real, but this isn't a story about loss. It's a story of practical hope, about what happens when ordinary people show up together, alongside the communities who care for reefs every day.

BIG IDEA

A campaign platform that invites people to give a few minutes of their attention to the reef. It starts with one day on the Great Barrier Reef, and it can come back every time the Census opens a new dataset, from the Coral Triangle to the Red Sea.

Donate Your Attention

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KEY MESSAGE

Our Power is in Showing Up - Together

"This is people-powered conservation in action. Empowered reef communities, backed by a passionate global public, turn collective effort into knowledge, and knowledge into action."

Andy Ridley, CEO, Citizens of the Reef

TONE OF VOICE

Warm, authentic and conversational, the way you'd talk to a friend about something you genuinely believe in. We lead with practical hope and agency, never guilt, and we back what we say with real science and real results. Reef communities and Traditional Owners lead this story, and every citizen, from the snorkeler in the water to someone analysing images on the bus home, is part of it.

BUDGET

Hypothetical $30,000 to cover production. Beyond that, we hustle. Ideas should lean on pro bono media, in-kind partnerships and earned-first thinking.

ADDITIONAL RESOURCES & CONTEXT

Citizens of the Reef

Website | Video | Brand Assets | Brand Guidelines

Great Reef Census

Census | Impact Report

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AUDIO BRIEF

COMPONENT	DELIVERY
Brief Idea	Create an audio commercial to get 30,000 people across your chosen geography to download the Great Reef Census app and spend a few minutes analysing reef images, so a full year of Great Barrier Reef images gets analysed in one day. Tell us which audio channels in your markets you'd use. Entrants should consider and suggest the placement of these adverts across APAC or country-specific media channels.
Mandatory Deliverables	• 1 x 30” audio commercial (hero spot) • 1 x 15” cutdown • 1 x podcast ad-read script (live read) • 1 x audio cue to prompt listeners to act on the day
KPIs	• Recall of the key message • Audio completion rate • Click-through / App downloads • Listeners who complete their first analysis

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AUDIO JUDGING CRITERIA

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?
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?
		Is the campaign's message conveyed effectively across multiple platforms and is the quality consistent?

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DESIGN BRIEF

COMPONENT	DELIVERY
Brief Idea	Reimagine everyday digital environments by integrating the Great Reef Census into the platforms people already use. Your creative should explore how familiar apps, websites or channels could be re-skinned or taken over to encourage people to download the app, donate their attention and analyse their first reef images. Entrants should consider and suggest popular and widely used APAC or country-specific platforms or mediums.

Mandatory Deliverables	• 1 x homepage or app takeover design (e.g. streaming apps, banking apps, transportation apps etc) or product packaging redesign.
	  ○ Re-skinned interface (UX/UI screens)
	  ○ Demonstrate customer journey through to conversion.
	• 1 x concept for guerilla/unexpected design takeover (e.g non-typical street furniture, public building takeovers, light installations)
	• 1 x interaction or conversion moment (how users download the app and analyse their first images)

KPIs	• User interaction rate • Conversion to app download • Completion of first analysis • Ease and clarity of user journey

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DESIGN JUDGING CRITERIA

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?

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DIGITAL BRIEF

COMPONENT	DELIVERY
Brief Idea	Turn screen time into reef time. Most people lose ten minutes to the feed without noticing, which is exactly how long it takes to analyse 10 reef images. Create a digital campaign that catches people mid-scroll, reframes the minutes they're about to waste as minutes they could donate, and takes them from the ad to their first analysed image in as few taps as possible. Entrants should consider and suggest the placement of these adverts across APAC or country specific media channels.
Mandatory Deliverables	• 1 x display ad set (3 static + 2 animated banners) • 1 x paid social ad set (3 formats: story, feed, vertical video) • 1 x retargeting ad execution (dynamic or personalised)
KPIs	• Cost per download (CPA) • Click-through rate (CTR) • Conversion rate to app download

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DIGITAL BRIEF

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?

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DIGITAL JUDGING CRITERIA

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 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?

FILM BRIEF

COMPONENT	DELIVERY
Brief Idea	Create a microdrama: a short, serialised drama told in bite-sized vertical episodes that keep viewers coming back for more. Your series should get people who have never heard of Citizens of the Reef to download the Great Reef Census app and analyse their first images, and leave them wanting to come back for the next one. Entrants should consider and suggest the platforms their series would run on across APAC or their chosen geography.
Mandatory Deliverables	• 1 x microdrama series concept with an episode outline ○ (3 to 5 episodes, 1 to 2 minutes each) • 1 x full script or storyboard for the first episode • 1 x distribution plan showing platforms and release schedule
KPIs	• View-through rate (VTR) • Social engagement rate (shares/comments) • Click-through / App downloads • Viewers who complete their first analysis

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FILM JUDGING CRITERIA

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?

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FILM JUDGING CRITERIA

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?
		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?

MARKETING BRIEF

COMPONENT	DELIVERY
Brief Idea	Deliver a marketing plan that gets 30,000 people across Asia-Pacific to download the Great Reef Census app and analyse reef images. The plan should get people who have never heard of Citizens of the Reef to download the app and analyse their first images, and leave them wanting to come back for more. Use partners (brands, workplaces, schools, tourism operators) to multiply reach within the $30,000 production budget. Entrants should consider and suggest the roll-out of this marketing campaign across APAC or country specific channels bearing in mind varying cultural nuances.

Mandatory Deliverables	• 1 x marketing plan covering
	  ○ Audience
	  ○ Key message
	  ○ Channel mix
	  ○ Brand partnership proposal pack
	  ○ Paid and earned media strategy and ideas
	  ○ Social executions and strategy
	  ○ Traditional creative advertising approach
	  ○ Experiential and activations plan

KPIs	• Conversion rate to sign-up • Partner-driven sign-ups • Cost per acquisition (CPA)

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MARKETING JUDGING CRITERIA

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?

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MARKETING JUDGING CRITERIA

CRITERIA	SCORE	QUESTIONS
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 insight that supports 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?

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MEDIA BRIEF

COMPONENT	DELIVERY
Brief Idea	Develop a smart and effective media strategy that reaches people at the moments their attention is idle (commutes, coffee breaks, queues, second screens) and puts the ask in front of them. Your approach should maximise reach and conversion through strategic channel selection and targeting. Entrants should consider and suggest the placement of this media strategy across APAC or country specific media channels.
Mandatory Deliverables	• 1 x media plan (channel mix + rationale) • 1 x audience targeting approach • 1 x channel budget allocation
KPIs	• Reach and engagement • Cost efficiency (CPM / CPA) • Conversion rate by channel

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MEDIA JUDGING CRITERIA

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?
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?

MEDIA JUDGING CRITERIA

CRITERIA	SCORE	QUESTIONS
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?

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OUT OF HOME BRIEF

COMPONENT	DELIVERY
Brief Idea	Turn public spaces into live reminders that a few minutes of attention can help save a reef. Your creative should represent the impact of donating your attention in a live and dynamic way, and inspire action to convert viewers into citizen scientists who download the Great Reef Census app. Entrants should consider and suggest the placement of these adverts across APAC or country specific media channels.
Mandatory Deliverables	• 1 x digital billboard execution (motion-enabled) • 1 x transit placement (bus/train/tram wrap or panel) • 1 x interactive OOH unit (QR/NFC-enabled poster or screen)
KPIs	• QR / interaction rate • Footfall engagement (views vs interactions) • Conversions driven by location

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OUT OF HOME JUDGING CRITERIA

CRITERIA	SCORE	QUESTIONS
The Creative Idea	50%	Does the creative idea leverage the OOH 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 OOH 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 OOH 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 OOH environment and cut through audience apathy?

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PR BRIEF

COMPONENT	DELIVERY
Brief Idea	Create a big, headline-grabbing PR moment that gets people who have never heard of Citizens of the Reef to download the app, analyse their first images and come back for more. Your idea should be bold, culturally provocative and built to spark conversation, participation and earned media across APAC or country-specific titles.
Mandatory Deliverables	• 1 x BIG idea for stunt or announcement moment (media-facing) • 1 x launch press release (core story) • 1 x media kit (imagery + key messaging)
KPIs	• Earned media reach • Quality of coverage (tier 1 / tier 2) • Conversion rate to app download

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PR JUDGING CRITERIA

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

COMPONENT	DELIVERY
Brief Idea	Build a content plan that will harness the unique advantages of news and magazine publishing that will show people the importance of the Great Reef Census. Tell the stories behind the images: the reef sites, the people who captured them, and what citizen analysis led to. Through paid, earned and publishing-specific advertising executions and planning, your work should Stories should move readers from "I didn't know I could help" to downloading the app. These stories should be told through a variety of publications, converting readers to subscribers across APAC or country-specific titles.
Mandatory Deliverables	• 1 x content plan covering earned and paid stories such as: longform article, news stories, visual story asset (infographic or photo essay) • Plan for amplification via paid advertising in print publications
KPIs	• Average time spent reading • Scroll/completion rate • Clicks to download app / completion of analysis

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PUBLISHING JUDGING CRITERIA

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's 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?

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STRATEGY BRIEF

COMPONENT	DELIVERY
Brief Idea	Design the path from stranger to returning citizen scientist. Map how someone who has never heard of Citizens of the Reef goes from first awareness to download, to their first ten images, to coming back for more. Find the points where people drop off and remove the friction. Entrants should consider and suggest the roll-out of this strategy across APAC or country specific channels bearing in mind varying cultural nuances.

Mandatory Deliverables	• One-page strategic framework
	• 1 x audience segmentation map
	  ○ (who shows up first→who follows→who returns)
	• 1 x customer journey map
	  ○ (awareness → subscription → retention)

KPIs	• App download growth rate • Photo analysis rate per user • Retention rate • Drop-off points across the journey

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STRATEGY JUDGING CRITERIA

CRITERIA	SCORE	QUESTIONS
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?
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?

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STRATEGY JUDGING CRITERIA

CRITERIA	SCORE	QUESTIONS
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?

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