



Young Lions

competition 
Vietnam 2011

Organized by



SUN FLOWER MEDIA

Representative of Cannes Lions International Advertising Festival & Spikes Asia Advertising Festival

1. GENERAL

Competition Date:	11, 12 and 13 th November 2010
Venue:	Binh Quoi 2 Tourist Area, Ho Chi Minh City
Entries Deadline:	1 st October 2010
Notification participation:	15 th October 2010
Awards:	11 th December 2010 at the Vietnam Advertising Festival 2010 Gala Dinner

The Vietnam Young Lions 2011 Competition is open to advertising professionals and students up to 28 years old (the candidates need to be 28 years of age or under who were born on or after 13 November 1982) and who are of Vietnamese nationality.

2. PRE-SELECTION ENTRIES

2.1 TV and Print categories: Provide a maximum of five samples of your best personal work in low-resolution digital format.

2.2 Media category: Provide a maximum of three examples of your best personal media strategies/media ideas in low-resolution digital format (can be PPT or PDF format).

2.3 All categories: Entries must be accompanied by a short brief, in English, detailing client's brief, objective and target market; budget; creative concept & execution; and results of the campaign or advertisement. Please note that briefs that are not in English will be disqualified.

The work preferably needs to have been either fully created by the team itself, or if not, as part of a larger team. All entries must be supported by a testimonial, in English, from the team leader/manager/creative director/lecturer detailing the key value adding contribution from each of the candidates.

All entries, in English, including all support material, accompanied with a fully completed application form, must reach Ms. Pham Thu Hang at Sun Flower Media before 1st October 2010.

E-mail: pthang@hoamattroi.com and please also CC to lttnkoanh@hoamattroi.com

Snail mail: **Ms. Pham Thu Hang**

Administration Department, Sun Flower Media Company Ltd
11 Doan Van Bo Street, Ward 12, District 4, Ho Chi Minh City, Vietnam.

3. PRE-SELECTION JUDGING

Pre-selection entries will be judged by professional juries comprising the top heads of the key advertising, creative and media agencies in Vietnam, as well as winners of last year's categories.

Ten (10) teams of two (2) persons each will be selected to participate in each of the categories in the competition.

4. COMPETITION RULES

Prior to the competition, the 'Notes to Competitors' will be sent to each pre-selected team, detailing the rules of the competition, including details of the hardware and software to be used in the competition.

4.1 TV and Print categories

The pre-selected participating teams are to comprise an “art director” and “copywriter”.

Each competing team is briefed to create and execute a campaign within 24 hours in the Print category and within 48 hours in the TV category.

The teams will be presenting their solutions to a jury of top local professionals from the creative industry in Vietnam. The main prizes for both the TV and Print categories will be a trip to Cannes Lions International Advertising Festival 2011 in June 2011, fully sponsored by Sun Flower Media, where the teams have the opportunity to meet and complete with their peers on an international level.

The winners will be announced at the Vietnam Advertising Festival 2010 Gala Dinner on Saturday, 11th December 2010.

4.2 Media category

The pre-selected participating teams are to comprise two (2) “media planners” or a “media planner” and “media buyer”.

Each competing team is briefed to create an innovative integrated media strategy, delivered within a set budget, within 24 hours.

The teams will be presenting their solutions to a jury of top local professionals from the media industry in Vietnam. The main prize will be a trip to Spikes Asia Advertising Festival 2011 in September 2011, fully sponsored by Sun Flower Media, where the team has the opportunity to meet and complete with their peers on an international level.

The winners will be announced at the Vietnam Advertising Festival 2010 Gala Dinner on Saturday, 11th December 2010.

5. FURTHER INFORMATION

To download the digital application form; please go to:

www.sunflowermedia.com.vn

under Cannes Lions/Vietnam Young Lions,

For further information on **the Cannes Young Lions Competition**,
please visit their website at

www.canneslions.com

For further information on **the Young Spikes Asia**,
please visit their website at

www.spikes.asia

