



# Young Lions

competition   
Vietnam 2011

Organized by



SUN FLOWER MEDIA

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

# VIETNAM YOUNG LIONS COMPETITION 2011

## TERMS AND CONDITIONS

In November 2010, the Vietnam Young Lions 2011 Competition will be held in Ho Chi Minh City as part of the Vietnam Advertising Festival 2010 (VAF). This year, the competition will once again have three categories, being TV/Film, Print and Media. Each competing team is required to create and execute a campaign within 24 hours (a 48 hours for TV/Film).

### TV/FILM COMPETITION

The two members of each TV/Film team will have 48 hours to shoot and edit a 30-second commercial, created entirely on a mobile phone and a computer (both will be provided by the organizers). The teams will receive their brief at 8:30PM on Thursday, 11th November 2010 and will have 48 hours to produce their film. Their work will be judged by the TV/Film jury.

### PRINT COMPETITION

The two members of each Print team will have 24 hours to create an advertisement on a computer (supplied by organizers). The teams will receive their brief at 8:30PM on Thursday, 11th November 2010 and will have 24 hours to produce their advertisement. Their work will be judged by the Print jury.

### MEDIA COMPETITION

The two members of each Media team will need to develop an innovative media strategy, delivered within the offered set budget. The teams will receive their brief at 8:30PM on Thursday, 11th November 2010. With just 24 hours to work on their media strategy, the competing teams have to prepare their submission in the form of a 5 minutes presentation, which will then be presented to and judged by the Media jury.

### GENERAL RULES

1. The competition is open to Vietnamese advertising professionals and students between the ages of 18 to 28 years, i.e. born before the 13<sup>th</sup> November 1992 and later than 13<sup>th</sup> November 1982. A Vietnamese advertising professional is a male or female with a valid Vietnamese ID card, who works full-time, part-time or as a freelancer in the creative field in the Vietnamese advertising industry or who is currently studying in the advertising or creative media fields.
2. Each team must be able to speak and understand English, as all briefings, technical support and submission will be in English only.
3. Prior to the competition, the 'Notes to Competitors' will be sent to each team, detailing the rules of the competition. Each team member must rigorously follow these rules or the team will be automatically disqualified.
4. Employees, freelancers of Sun Flower Media or family members are not allowed to enter this competition.
5. Winners of previous Vietnam Young Lions last year cannot enter again.

## **REGISTRATION**

To register for the Vietnam Young Lions 2011 competition, each team must download the application form from the website [www.sunflowermedia.com.vn](http://www.sunflowermedia.com.vn) or send a request for an application form to email [pthag@hoamattroi.com](mailto:pthag@hoamattroi.com). A fully completed application form together with all the supporting documents listed below must be hand-delivered or sent by courier to Sun Flower Media Ltd, 11 Doan Van Bo, Ward 12, Dist. 4, HCMC by no later than 18h00 on 1st October 2010. If the application is not fully completed or if any required documents are not attached, the application will be automatically rejected.

- Proof of age and nationality (Certified copy of ID Card) for each team member.
- A one-page CV in English for each team member.
- 2 copies of a clearly labeled digital Portfolio on CD/DVD featuring 5 different original artworks, campaigns or clips of which the team members were responsible for or involved in. For Media application, at least 2 different original communication campaigns.
- A 200 word rationale why the team should be short-listed for entry to the Vietnam Young Lions 2011 Competition.

## **PRE SELECTION**

Pre-selection will take place early November 2010 and ten teams per category will be selected to take part in the final competition, which will take place on 11th, 12th and 13th November at Binh Quoi 2 Tourist Area. (The number of selected teams per category for final competition could be changed upon final unanimous decision of the Vietnam Young Lions 2011 Juries).

## **AWARDS CEREMONY**

The Vietnam Young Lions Trophy for each category will be awarded to the winning teams during the VAF Gala dinner at Saigon Exhibition & Convention Center on Saturday, 11th December 2010. Winners of the Vietnam Young Lions TV/Film and Print categories represent Vietnam in the Cannes Young Lions 2011 Competition in France and the winner of the Media category will present Vietnam at the Young Spikes Asia 2011 in Singapore. All fully sponsored by Sun Flower Media.

## **VIETNAM YOUNG LIONS JURIES**

The juries which will deliberate all the entries and the final competition will comprise of professional members of the Vietnamese and International Advertising Media & Creative community.

### **The TV/Film Jury:**

- Mr. Đỗ Cao Nguyên, Creative Director of Clipper Indochine – Chairman
- Mr. Trần Hoàng, President & CEO of Marcom
- Mr. Ng Taelin, CEO of Sailywood
- Mr. Vũ Đình Thực, Senior Art Director of Phibious
- Mr. Lê Thanh Tùng, Junior Art Director of Y&R Vietnam (Winner of Vietnam Young Lions 2010 TV/Film category)

**The Print Jury:**

- Mr. David Smail, Creative Director of BBDO
- Mr. Travis Sorge, Executive Creative Director of Y&R Vietnam
- Ms Trịnh Minh Tuệ, Freelancer (Winner of Vietnam Young Lions 2010 Print category)

**The Media Jury:**

- Mr. Bùi Nguyễn An Phương, Deputy Managing Director of Mindshare Vietnam
- Ms. Đặng Thu Hà, Communication Channel Director of Unilever Vietnam
- Ms. Nguyễn Nữ Như Khuê, Department Managing Director of VAC Đất Việt
- Ms. Nguyễn Thị Thảo Nguyên, Media Manager of Mindshare Vietnam (Winner of Vietnam Young Lions 2010 Media category)

**FOR FURTHER DETAILS, PLEASE CONTACT:**

Website: [www.sunflowermedia.com.vn](http://www.sunflowermedia.com.vn)

E-mail to Ms. Kiều Oanh: [lttnkoanh@hoamattroi.com](mailto:lttnkoanh@hoamattroi.com)

