

Step up.



the roses student creativity awards 2014



A big step towards a career in creativity.

Each of our agencies has set a creative brief and assigned one of its creatives to judge your work. They'll be ruthless in the search for the best work. They'll be looking for the sharpest ideas, attention to detail at every point, especially the writing. It's their job to pick someone that has what it takes TO WIN a work placement.

The Roses Student Creativity Awards.

These awards are a practical way to support the training and development of the next generation of creative professionals, by encouraging the best and the brightest to test their skills on a national stage. And then through the placement scheme, students can win a glimpse into the inner workings of the creative industries and be inspired to pursue their goal of a career in creativity.

And it's always good to meet up and talk.

It's your chance to mix and mingle with the agencies. As part of the overall competition, there's an exhibition evening where the short listed work is displayed. You get to see what you'll be up against in the real world and also edge yourself closer to a job by suckin' up to the agency creatives!

You can also hook up on facebook.

Roses Student Creativity Awards.



Sharing those ideas.

The Roses Creative Awards, The Drum, Like A River Brand Agency and The University Of Salford are helping to bring further education and the very best creative agencies together through this competition.



9 briefs to chose from 9 placements to win.

1. SHARE & SHARE ALIKE

BRIEF: Bring a new, free community music sharing service to market.

MESSAGE: With the demise of many high street music outlets artists are looking for new ways to showcase and promote their creations. Many turn to the popular platforms like MySpace, Bandcamp and SoundCloud. Your job is to come up with a name, develop the brand and promote a service that offers something new to both the community and the artists and really stands out amongst the competition.

OUTPUT: Name it. Brand it. Showcase it. Use any channel you see fit to best communicate your idea.

2. GLOBAL CITIZEN

BRIEF: We all like to think of ourselves as global citizens, but Britain is still a nation of language barbarians. Fewer than one in ten British workers are able to speak a foreign language. Inspire monolingual young adults to commit to learning a second language.

MESSAGE: Learning a second language may be difficult, but the personal and professional rewards are more than worth it.

OUTPUT: Concept and brand a language learning product or service that goes beyond the standard audio lessons and evening classes. Consider weird and wonderful solutions.

3. SEARCH OFFLINE

BRIEF: Find the big idea to rebrand and promote local libraries.

MESSAGE: When we need to search for something, we generally go online and Google it. This, along with cuts in public spending, has resulted in a steady decline in the number of local libraries throughout Britain's towns and cities. Your task is to persuade the public that local libraries are an important part of a community and offer a host of benefits for people of all ages, encouraging more people to visit more often.

OUTPUT: A campaignable brand identity that gets noticed using whatever medium is most effective.

4. TIME TRAVEL

BRIEF: Just imagine being able to travel back in time! Time Travel package holidays allow you to do just that. You pick the year and travel back to experience whatever you want: Woodstock, the first ever Olympics, the first Viking invasion, the fall of the Roman Empire. You can go as far back as you want. Of course you can't change history, only travel and see. But how do you sell it?

MESSAGE: Time travel holidays are here. Book now. Book then.

OUTPUT: You can name it. Brand it. Sell it. Use any media you feel appropriate. A website, an app, short film, any promotional material, print or digital.

5. TAKE THE LEAD

BRIEF: After a lot of press regarding the issue of dangerous dogs, create a campaign to persuade and question dog owners and the general public about being more safety aware around dogs, as a small few are giving our well behaved pooches a bad name!

MESSAGE: Secure dogs in public places and be aware of others – let dogs be everyone's best friend!

OUTPUT: Any medium is acceptable - use an integrated approach.

6. IRREVERANCE

BRIEF: Recruit young multi-faith ambassadors.

MESSAGE: Their task is to understand all faiths and be an ambassador for a modern NEW all faith religion.

OUTPUT: Name it, Brand it. Spread the word.

7. CATS & DOGS

BRIEF: Brand a weather condition.

THE MESSAGE: People love to moan about the weather – this brief is all about changing perceptions. Find the positive and promote it. Put a spin on a tornado, or make the rain shine!

OUTPUT: Brand and campaign to promote a weather condition / natural disaster, output can be anything; poster, outdoor, tv, radio, direct mail, guerilla etc...

8. WALL OF DEATH

Coming to a city near you for one week only and we need volunteers. Can you come up with an integrated communications campaign to convince members of the public to risk their life in search of the ultimate thrill?

9. FILL THAT HOLE

BRIEF: A pothole epidemic is putting cyclists' lives at risk and is to blame for three deaths this year alone. 1,000's of bikers a year have been injured as well as thousands of pounds worth of damage to cycles. Local councils have a duty to maintain the roads, but they can only fill a pothole if they know about it. If you want it repaired, you have to report it.

FillThatHole is the easy way to report potholes and road defects, it's a website run by the CTC, The National Cycling Charity. They contact the right people to get the roads repaired. Councils are generally quick to respond – we know because you've told us. <http://www.fillthathole.org.uk/>

MESSAGE: Create a campaign that promotes this website, gets cyclists to report potholes, leading to holes being filled and therefore saving lives and preventing injuries to cyclists.

OUTPUT: Any medium that's appropriate to the target audience.

Briefs also available on-line @ www.rosesstudentawards.co.uk



DINOSAUR



LOVE.

TAYBURN

the chase

Thompson
Brand Partners

Uniform



9 AGENCIES, 9 BRIEFS, 9 PLACEMENTS.

We're all proud to put our name behind the aims of the Roses Student Creativity Awards 2014. Good luck with your entry and we're looking forward to judging them.

The judging and prize award format explained.

All the work is democratically judged by the 9 agency creatives. This will take place over a full days session in March 2014. A shortlist is agreed with the judge from the agency that set the brief having particular sway in the work best suited to their agencies brief.

First and foremost they're looking for fantastic ideas, beautifully written and art directed. Spelling and grammar are always a discussion point. The main disciplines of advertising, design and digital may combine to form an integrated campaign solution. You'll be judged on how brilliantly have you brought the idea to life.

The winning entrant from each brief WINS the placement. Then, each of the brief winners goes forward into a final nomination shortlist for a Bronze, Silver or Gold Roses award. With the ultimate winners of the metalware being announced at the Roses Creative Awards Gala Dinner which is held in May 2014. The placement winners are announced at the night-time exhibition event on the day of judging, held in Manchester.

Entry Requirements

Anyone enrolled on a full-time advertising, graphic design or digital course in England (outside London's M25), Scotland, Ireland or Wales may enter. You can enter alone or in teams of a **MAXIMUM** of 2, in which case prizes will be shared. Entrants **MUST** choose one brief only. Work must be prepared to presentation standard and mounted on boards no bigger than A2 or typed script. An **ABSOLUTE MAXIMUM** of 3 boards per entry. Submit a rationale to a maximum of 300 words - please attach to the first board. Entry forms must be **LOOSELY** attached to the back of each board – use Sellotape or bluetak, **NOT GLUE!** Any additional images of your entry may also be submitted **ON DISC** as high resolution JPG or PDF - minimum 300dpi. Students should make copies of their entries as work **CANNOT** be returned. The judges will consider the entrants' interpretations of the brief, creativity, design, art direction, copy, typography and the standard of presentation **AND** especially spelling and grammar. Originality is key. The winners of each brief will be awarded a 2-4 week work placement at the agency that set the brief. Payment is at the discretion of each agency and is for the individual student to negotiate with the company. Client companies and agencies should not be contacted directly. The student, as part of their research, should source additional information such as logos.

Deadline: 5pm, Friday 14th Feb 2014

Entries should be submitted to Nikki Gillies by 5pm 14th February 2014. Do not ask for extensions, just be organised! Please clearly label your work as **ROSES STUDENT** and send to: **Nikki Gillies, The Roses Student Creativity Awards 2014, Carnyx Group, 4th Floor, Mercat Building, 26 Gallowgate, Glasgow. G1 5AB.**

Judging will take place in March. The results will be announced at the exhibition held on the evening of the judging. Entrants are encouraged to attend the exhibition where they can **MEET THE JUDGES** and many other creative professionals. If you have any queries please contact Nikki Gillies on 0141 559 6076, or by email: Nikki.Gillies@thedrum.com.

Entry Form: Photocopy this form. Complete and **LOOSELY** attach to **ALL** presentation boards. Please use **CAPITALS**. If two entrants in a team please complete one form each.

Entrant Name: _____

Personal Email: _____ University Email: _____

Tutor Name: _____ Tutor Email: _____

Home address:

Tel No: _____

College/Uni address:

No. of boards (eg. 2 of 3): _____ Brief number: _____

Signature of entrant: _____ Signature of tutor: _____