



# Young Lions

competition   
Vietnam 2012

## RULES, REGULATIONS AND INFORMATION

Organized by



SUN FLOWER MEDIA

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

## **A. DATE AND LOCATION**

Entries Open:	26 <sup>th</sup> August 2011
Entries Deadline:	30 <sup>th</sup> September 2011
Shortlist Announced:	18 <sup>th</sup> October 2011
Competition Date:	11, 12 and 13 <sup>th</sup> November 2011
Venue:	Bình Quới 2 Tourist Area, Hồ Chí Minh City, Vietnam
VNYL 2012 Awards Ceremony:	9 <sup>th</sup> December 2011

## **B. GENERAL RULES**

The Vietnam Young Lions 2012 Competition will this year comprise four categories, being TV/Film, Media, Print and Young Marketers.

1. The Print, TV/Film and Media categories are open to all Vietnamese advertising professionals under 28 years of age working in the creative and media industries in Vietnam, as well as students studying marketing or design in Vietnam.
2. The Young Marketers category is open to only those Vietnamese nationals under 30 years of age working in a marketing role in a client organization in Vietnam, i.e. no agency employees or students.
3. 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 Vietnamese advertising industry.
4. Students must be currently studying in the advertising or creative media fields at an accredited university or college in Vietnam.
5. Overseas Vietnamese with foreign passports are not eligible.
6. Each team member must be fully fluent in written and spoken English, as all briefings, technical support and submissions will be in English only.
7. Employees, freelancers or family members of Sun Flower Media are not allowed to enter this competition.
8. Winners of previous Vietnam Young Lions Competitions cannot enter again.
9. Candidates who have been refused a visa or entry into any country, and candidates who have violated any entry or visa conditions in any country are not eligible and will automatically be disqualified. If applicants do not truthfully answer these questions in the Registration Form, they need to understand that they jeopardize not only their team's chances, but also Vietnam's chances of being represented at Cannes Lions or Spikes.
10. During the final Competition, all competing teams will be subjected to an interview to test their English skills and suitability to attend an international competition, as well as their suitability to represent Vietnam at an international competition.
11. The organizers reserve the right to reject any entries or teams that do not comply with the requirements noted above.

### C. REGISTRATION

To register, each team must download the Registration Form from

[www.sunflowermedia.com.vn](http://www.sunflowermedia.com.vn) or send a request to [ntmnguyet@hoamattroi.com](mailto:ntmnguyet@hoamattroi.com)

A fully completed Registration Form together with all the supporting documents listed below must be hand-delivered or sent by courier to

**Ms. Nguyễn Minh Nguyệt** – Marketing Department,  
Sun Flower Media Ltd, 11 Đoàn Văn Bơ, Ward 12, Dist 4, Hồ Chí Minh City, Việt Nam.  
by **no later than 18h00 on 30<sup>th</sup> September 2011.**

If the application is not fully completed or if any required documents are not properly certified or attached, the application will be rejected.

### D. ENTRIES AND SUPPORTING DOCUMENTS

1. Fully complete and sign a Vietnam Young Lions Registration Form in English. It requires the signature of both team members.
2. Provide proof of age and nationality (Certified copy of ID card) for each team member.
3. Provide a professional resume (maximum 1 page) for each team member in proper English.
4. **For the Print category**, provide two CD's or DVD's each containing a portfolio of maximum five (5) examples of your best work. The examples must be provided in PDF format; each example must not exceed 1.0 MB in file size; and each example must be formatted to print onto a A3 page. Any examples not strictly meeting these requirements will be rejected. If you wish to submit a series of examples that belong to the same campaign, each single file will be considered an example of your work. If your submission exceeds five examples, only the first five examples listed will be evaluated, even if this means that part of a series or campaign is rejected.
5. **For the TV/Film category**, provide 2 CD's or DVD's each containing a portfolio of maximum five (5) examples of your best TVC or film commercial. The examples must be submitted in .MPEG, .WMV, .AVI or .MOV format. Each example may not exceed 25 MB in file size and 30 seconds in length. Any examples not strictly meeting these requirements will be rejected. If you submit more than five examples, only the first five listed will be evaluated.
6. **For the Media and Young Marketers categories**, provide 2 CD's or DVD's each containing a portfolio of maximum three (3) examples of your best media strategies, marketing plans or campaigns. The examples may not exceed 2.0 MB in file size, and each example must be formatted to fit on to a maximum of 3 x A3 pages. Any examples not strictly meeting these requirements will be rejected. If you submit more than three examples, only the first three listed will be evaluated.
7. A 200 word rationale why your team should be short-listed for entry to the Vietnam Young Lions 2012 Competition, in proper English. Submissions must be professional and detailed. Flippant submissions such as "We are the best" will result in your entry being disqualified.
8. Each entry must be accompanied by a short brief of maximum 200 words, in proper English, detailing the client's/ lecturer's/ manager's brief; the objective and target market; the budget; the creative concept; the execution; and the results of the campaign, TVC or advertisement. Please note briefs that are not in proper English or exceed 200 words will be disqualified.

9. The submitted examples preferably need 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 candidates.

### **E. PRE-SELECTION JUDGING**

Entries will be judged by professional juries comprising senior professionals in the advertising and media industry in Vietnam.

Five (5) teams of two (2) persons each will be selected to participate in each of the categories in the Final Competition in November 2011.

### **F. FINAL COMPETITION RULES**

The Vietnam Young Lions 2012 Competition will be held on 11, 12 and 13<sup>th</sup> November 2011, at Bình Quối 2 Tourist Area, Hồ Chí Minh City.

#### **1. GENERAL RULES**

- No personal communication devices will be allowed during the Competition.
- No contact with juries and outside parties will be allowed during the Competition.
- Only equipment, software and images provided by the organizer are allowed.
- No equipment, software, or images from outside are allowed. All necessary equipment will be provided. Macintosh computers will be provided for the TV/Film and Print categories and Windows computers will be provided for the Media and Young Marketers categories. If any short-listed team does not wish to use the operating system defined for their particular category, they must inform the organizers immediately upon the announcement of the short-lists so that the appropriate Windows or Macintosh computer is provided for them.
- Film teams will be escorted by a security guard during the filming part of the Competition.
- Teams will share the same accommodation.

#### **2. TV/ FILM CATEGORY**

**Allotted time:** Each TV/ Film team will have 48 hours to write, shoot and edit a TVC or Film commercial of up to a maximum of 45 seconds in .MPEG or .MOV format, with maximum 720 x 480 resolution. Entries longer than 45 seconds will be disqualified.

#### **3. MEDIA AND YOUNG MARKETERS CATEGORIES**

**Allotted time:** Each Media and Young Marketers team will have 24 hours to create a media strategy or campaign and a ten-minute PowerPoint or Keynote presentation detailing the media strategy or campaign.

*The Presentation must comprise:*

- 3.1 Insights, Strategy and Idea (150 words max)
- 3.2 Creative Execution (150 words max)

3.3 Media Execution (150 words max)

3.4 Results and Effectiveness (100 words max)

The teams will be given 10 minutes to make their presentation to the jury at a later date.

#### **4. PRINT CATEGORY**

**Allotted time:** Each Print team will have 24 hours to create an A4 magazine print advertisement.

#### **G. COMPETITION BRIEF**

The Competition Brief will be disseminated during the Competition Briefing at 19h30 on 11 November 2011.

#### **H. FINAL JUDGING**

Final entries will be judged by the same panel of judges that perform the pre-selection of entries.

#### **I. AWARDS CEREMONY**

The Vietnam Young Lions Winners for each category will be announced during the Young Lions **GALA DINNER** on Friday, 9<sup>th</sup> December 2011.

#### **J. THE WINNING TEAMS**

The winners selected in the TV/Film, Print and Young Marketers will represent Vietnam in the Cannes Young Lions Competition in June 2012 in France, fully sponsored by Sun Flower Media. The winning team of the Media category will represent Vietnam in the Young Spikes Asia 2012 Competition in September 2012 in Singapore, also fully sponsored by Sun Flower Media.

**For further more information, Please contact:**

**Ms. Nguyễn Minh Nguyệt:** [ntmnguyet@hoamattroi.com](mailto:ntmnguyet@hoamattroi.com) – Marketing Department

**Sun Flower Media Company Ltd,**

11 Đoàn Văn Bơ Street, Ward 12, Dist 4, Hồ Chí Minh City, Việt Nam.

Telephone: **+(84-8) 3826 6999** (Ext: 282)