

★ MADC YOUNG CREATIVES COMPETITION

ONE PAGE PITCH: WHY HOME IS GOOD

IN PARTNERSHIP WITH



THE BRIEF:

It's been a rough 12 months for Australia. But you know what? We're doing pretty good compared to what's happening around the world. The challenge for young creatives is to lift the spirits of the Australian population and remind us all that this place we call home is still a great place to be. And you have a single blank page to do it.

Think big and blue sky. There is no limit on channel or type of execution. All you need to know is that your idea must get Australians feeling good about living where we do.

THE PRIZE:

The two lucky creatives who win the pitch will take part in the first-ever, global virtual one-to-one coaching and networking sessions for young creatives. Featuring 90 of the world's most-experienced and most-awarded creative professionals, this is a once in a career opportunity to pick the brains of the best in the business.

In addition to being one-to-one with some of the world's most respected industry leaders, mentees also have the unique privilege to virtually observe **LIA statue discussions** in real-time this October, virtually attend **speaker sessions** and have access to **Creative Hacks** webinars by Bernardo Romero.

HOW TO ENTER:

Entrants have one page to present their "Home is Good" idea on. What you do with this page is completely up to you. It could be a storyboard for a film, a print ad, an activation, a radio script, anything - it just needs to fit on one PDF page under 10MB in size.

Entrants must also submit a credentials document (PDF or Keynote), detailing their creative work and achievements. Clearly mark whether you are entering as an individual or a team.

Email your entry to info@madc.com.au

Call for Entries closes: Midnight AEST, June 28, 2021.

Winners announced: July 5, 2021.

Please note: It is your responsibility to ensure your submission meets email file size requirements. We suggest packaging your submission onto a WeTransfer link or similar.

HOW WILL IT BE JUDGED?

Winners will be chosen on the following criteria:

- > 90% display of creativity in their one page & 10% creds and work supplied.
- > Judging panel will feature members of the MADC committee and industry members.

ELIGIBILITY:

Competition is open to any creative person over the age of 18 with no more than three years' agency experience.