Young Lotus 2013 Japan Preliminary
Creative Brief

Client

Team Stop Cyberbullying (TSC)

＊Team Stop Cyberbullying is a virtual organization created for this brief only.

Objective

To warn about the tragic effects of cyberbullying and to stop cyberbullying

Cyberbullying (definition): Willful and repeated harm inflicted through the use of computers, cell phones, and other electronic devices.

Target

Young people in their teens and their parents.

Background

- Kids have been bullying each other for generations. The current generation, however, is able to utilize technology to expand the reach and extent of the harm. Most young people are drawn to online social platforms (such as Facebook, Twitter, mixi, Line and YouTube) This has led to increased reports of cyberbullying in these environments. Instant messages on the Internet or text messaging via cell phones also appear to be common ways for young people to harass others. In some cases, cyberbullying can lead to more serious crimes.

- In 2010, about 20% of 4,400 randomly selected 11- to 18-year-old students in the U.S. indicated they had been victims at some point in their lives. In a recent study, about 10% of kids said they had been both a victim and an offender.

Facts to consider

Cyberbullying is different to traditional bullying.

- Victims often don't know who the bully is. The cyberbully can cloak his or her identity behind a computer or a cell phone using an anonymous email address or a pseudonym as a screen name.
- Cyberbullying is viral. A large number of people (at school, in the neighborhood, in the city, in the world!) can be involved in a cyber-attack on a victim.
- Cyberbullying can be done from a physically distant location. Some teens simply

might not recognize the serious harm they are causing because they are sheltered from the victim's response.
- Many parents and teachers don't have the technical know-how to keep track of what teens are up to online. As a result, a victim's experience may be missed and a bully's actions left unchecked.

Some useful links

http://www.youtube.com/watch?v=D7uyScK3-CU

http://www.youtube.com/watch?v=loo3ZwM79sQ

http://www.bbc.co.uk/newsbeat/19960162

http://www.youtube.com/watch?v=ej7afkypUsc

http://www.huffingtonpost.com/2010/03/29/phoebe-prince-cyberbullie_n_517403.html

Channel and technology thinking

You tell us. The campaign can get big if by spending big, but a multi-billion yen TV campaign probably isn't the best (or most affordable) solution. So find new ways. Or invent a few.

Judging criteria

The idea must have originality and an impact that will result in the target taking action.

Deliverables, Terms, and Conditions
- One summary sheet in English explaining your core idea, strategy, and executions.
- All elements must be included in one page. The printed-out size must be B4 landscape.
- All entries must be submitted in a single-paged JPG format (300dpi/file size less than 3MB), and must be viewable on a Windows PC.
- Entrants can enter only once, with one idea.
- Entrants must not use copyrighted material, such as music, or celebrities as part of their idea.
- Sponsorship by Getty Images Japan
  All entrants are free to use images provided by Getty Images, though this is not compulsory. For those who wish to make use of such images, see attached document in Japanese for instructions.
- All work must be submitted by email to: younglotus2013@ad-zenkoren.org
- Entries will not be returned. All rights reserved by Japan Advertising Federation.

Deadline: 5:00pm, Monday, January 21st,2013
Announcement of results
The winning team will be announced at the Pre-Adfest event. All entries will be displayed at the venue.

'Pre-Adfest'
Date: Wednesday, February 6th, 2013
Time: 19:00-21:00
Place: 11th Floor, Asatsu-DK (1-13-1 Tsukiji, Chuo-ku)
Admission: Free