

Young Lotus 2014 Japan Preliminary Creative Brief

◆ Client

Japan Public Service Safety Organization (JPSSO)

*JPSSO is a virtual organization created for this brief only.

◆ Aim of the Brief:

With their rapid growth and feature-rich convenience, smartphones have become an essential part of many people's lives. At the same time, problems have surfaced caused by overuse of smartphones. In particular, using smartphones while walking has caused a rash of incidents and accidents.

Problems with distracted walkers have occurred in train stations and other public places, prompting train companies to put up posters and make announcements warning about the dangers of smartphone distraction, but these measures have had little effect.

The aim of the brief is to develop a novel idea to fundamentally transform the awareness of smartphone users and proactively stamp out smartphone use while walking.

◆ Proposition:

Let's stamp out the use of smartphones while walking

◆ The Target:

Smartphone user (20-50 year olds)

You may, in your proposal, define a specific target in order to confirm the campaign's effects.

◆ Facts to Consider:

- There were 6,659,579,000 cell phone contracts worldwide in 2012. According to U.N. population statistics, the world's population at the end of 2012 was more than 7.052 billion, meaning that the penetration rate of cell phones versus the global population stands at roughly 94.4 percent. The number of cell phone contracts is expected to rise to 7,093,935,000 in 2013 (a penetration rate of 99.6 percent). The Yano Research Institute predicts that as cell phone needs continue to climb, the number of contracts will reach 7,543,625,000 in 2014 and the penetration rate will top 100 percent. (http://wirelesswire.jp/News_in_Japan/201311122049.html [in Japanese])

- The Ministry of Land, Infrastructure, Transport and Tourism reported that there were 11 cases nationwide in FY 2010 where distracted passengers using cell phones or smartphones fell off a train platform. This number rose to 18 in FY 2011.
- The town of Fort Lee in the U.S. state of New Jersey instituted a ban on texting-while-walking last year. The new law imposes an 85 dollar fine on people who jaywalk while texting.
- In response to a Web survey by Yahoo! Japan in April 2013 that asked “Are restrictions on using smartphones while walking, through either laws or ordinances, necessary?”, 75 percent of respondents said “yes.”

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: younglotus2014@ad-zenkoren.org
- Entries will not be returned. All rights reserved by Japan Advertising Federation.

Deadline: 5:00pm, Monday, January 20th,2014

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: Thursday, February 6th, 2014

Time: 19:00-21:00

Place: 11th Floor, Asatsu-DK (1-13-1 Tsukiji, Chuo-ku)

Admission: Free