

Young Lotus Workshop 2016 Japan Qualifying Competition

Reducing the Number of Bicycle Accidents

Client: Bicycle Safety Association (Note: a fictitious organization for the purposes of this competition)

Background: Bicycle use has been growing and diversifying in recent years, with people's increasing health consciousness and rising awareness of the bicycle's utility and energy conservation in times of disasters.

But even as bicycle use is gaining steam, Japan lacks sufficient bicycle lanes and rigorous traffic rule enforcement on cyclists. The revised Road Traffic Act, which went into force on June 1, 2015, has tried to remedy this situation by imposing mandatory safety training for a fee on cyclists who repeatedly engage in reckless or dangerous cycling. Despite this new law, the problem of traffic accidents involving cyclists, particularly accidents between cyclists and pedestrians, is worse than ever.

Brief: Ideas on how to reduce the number of bicycle accidents

Target: The main target is bicycle users, especially those residing in urban areas. Additional targets are automobile users and pedestrians.

Principle Market: The primary consideration is the Japanese market, as road traffic laws vary substantially between countries. Nevertheless, we want to keep an eye on expanding the strategy globally (especially to China, South Korea, India, Malaysia, Indonesia, the Philippines, Australia, Europe, and the United States). Accordingly, ideas based on global insights are preferred.

Budget: Idea dependent

Media: Idea dependent (an integrated approach using digital/social is preferred when taking into account today's media landscape)

Period: Idea dependent

Reference: Bicycle Safety Committee

<http://jitensha-anzen.com/>

Logo: Logos are attached.

Deliverables:

-One B4-sized landscape sheet, summarizing your core idea, including a statement of intent, and overall campaign structure.

-File must be in JPG format, 300dpi, less than 3MB, and viewable on 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: younglotus@ad-zenkoren.org

- Entries will not be returned. All rights reserved by Japan Advertising Federation.

Deadline: 5:00 pm, on Monday, January 18th

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: Monday, February 1st, 2016

Time: 19:00-21:00

Place: 5th floor, Toranomom Hills Forum(1-23-3 Toranomom,Minato-Ku)

Admission: Free