

Young Lotus Competition 2024

Japan Preliminary 1st Round

The Brief

Raise awareness of 'young carers' issue and promote action to support children who sacrifice their time to take care of their families

Client

Japan Carers Association (A fictitious organization for this brief only)

Background

'Young carers' are children who spend a significant amount of time on household chores and caring for their family members, sacrificing their time for studying, club activities, and socializing with friends. According to a survey conducted by the Japanese government, there are one or two young carers per classroom in Japanese public middle schools.

This is due to a variety of factors, including the declining birthrate, aging population, child poverty, and weakening ties in local communities. This could have a negative impact on their studies and friendships, as well as limit their future possibilities.

However, in many cases, both the young carers themselves and their families don't understand the impact that the issue gives to their life. Almost half of middle school young carers say they don't need any help from society. Furthermore, over 80% of students responded that they have never heard the term 'young carer'. To address this issue, it is crucial for those around them to first become aware of their existence and extend a helping hand.

Reference

<https://youngcarer.jp/report/>

Challenge

To create a campaign that raises awareness of young carers and promote action to support them, in order to help expand the possibilities for their future

- Propose communication targets and expected results
- Present communications that motivate the target audience to take action to support young carers

Target Audience

People who regularly interact with young carers in their daily lives

(Middle and high school students, school personnel, community members, etc.)

Budget

No more than JPY 10 million

Timeline

Plan the campaign to be launched in April 2024 and to be implemented over a period of at least twelve months.

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 the attached document in Japanese for instructions.
- All work must be submitted by email to: submission@ad-zenkoren.org
 - Entries will not be returned. All rights reserved by Japan Advertising Federation.

Deadline

5p.m. on Friday, January 19th, 2024

Announcement of Results

The finalist teams will be announced at the 'Pre-Adfest' event.

All entries will be displayed at the venue.

'Pre-Adfest'

Date: Tuesday, February 6th,2024

Time: 7pm-9pm

Place: 2nd Floor, Ginza Phoenix Plaza [\(3-9-11 Ginza, Chuo-ku, Tokyo\)](#)

Admission: Free