

# Young Lions Competitions Bangladesh 2017

In Search of the Most Creative Young Professionals

On 22 July, 2017



## ABOUT

The Young Lions Competitions is an annual hunt for the most creative & competitive young professionals of the country. Every year, creative agencies and corporate houses nominate team(s) comprising two creative members to participate in the competition.

The contestants are challenged to develop the best communication campaign for a marketing problem. The winning teams are selected by a jury panel comprised of the top-notch marketing and advertising professionals.

## COMPETITION

This year, the competition will take place for both Integrated Campaign and Digital Campaign. Teams will receive a brief to develop the Campaigns. They will get 7 hours to develop the campaign at the competition venue. The winners will be announced by the jury panel on the same day.

## REWARD

The champions of both the categories will represent Bangladesh in the Young Spikes Competitions of Spikes Asia 2017 competition to be held on 27 - 29 September, 2017 in Singapore. The following facilities will be enjoyed by the winners:

- Return Air Ticket (Dhaka - Singapore - Dhaka)
  - Hotel Accommodation
  - Registration to attend Spikes Asia
- (All expenses will be borne by the competition organisers)

## VENUE

The Daily Star Centre  
64-65, Kazi Nazrul Islam Avenue, Dhaka-1215

## NOMINATION GUIDELINE

The competition is open to all Commercial Communication Agencies based in Bangladesh. Any agency can nominate two-member team (s) to compete. The guidelines for participation are as follows:

- Each participating agency can send multiple teams
- Participants should be aged below 30 years as of October 2017 (Submit supporting document as proof)
- The teams need to bring their own PC / Laptop
- Participation fee for each team is BDT 20,000 +15% VAT
- Please submit the filled up Registration Form along with registration fee as A/C payee cheque in favor of "Brandzeal" to Bangladesh Brand Forum office
- Once registered, the teams cannot withdraw their name from the competition, thus registration fee is non-refundable
- Deadline for registration: 18 July, 2017 (Tuesday)
- Decisions taken by the jury panel in the evaluation process will be regarded as final

## SCHEDULE

Registration:	09:00 am – 09:45 am
Opening Remarks and Creative Brief:	10:00 am – 10:15 am
Development of the Campaign:	10:15 am – 05:00 pm
Presentation before Jury:	05:00 pm – 06:30 pm
Result Announcement:	07:00 pm

## CONTACT & INFORMATION

Tanjina Hasan Rinky Executive, Research & Events +880 1925 969 444 tanjina@bangladeshbrandforum.com	Iftekarul Islam Dastagir Executive, Brands & Research +880 1671 366 544 dastagir@bangladeshbrandforum.com
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Last date of Submission  
**18 July, 2017**

Strategic Partner



Knowledge Partner



Organised by

**The Daily Star**

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