

Japan Preliminary for Young Lotus 2012 Workshop

Client

New Smoking Control Organization of Japan (NSCOJ)

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

Aim of Brief

Smoking has been on the decline in Japan, with the rate of smoking for males dropping from a peak of 83.7% in 1966 to as low as 36.6% in 2010. Various anti-smoking initiatives from a multitude of approaches have had some effect, but the rate is still high compared with that of other developed countries. (In 2008, Japan's smoking rate was 39.5% compared with rates of 22.3% for the US, 22.0% for the UK and 20.1% for Canada.)

Smokers are well aware of the harmful effects of tobacco use, but do not take any action. They are aware of the advertising and public relations efforts to date, but appear to be ignoring them. Our task is to develop novel idea, a solution that will shake up their perceptions to the core and turn them on to the idea of actually doing something about quitting.

Note:

NSCOJ believes that emotive appeals to health risks provoke smoker hostility and are counterproductive, so these should be avoided by all means.

Proposition

Quit smoking

The Target

Adult smokers (mainly aged 20—59)

Note:

- To ensure results, you may submit ideas for a particular target

Facts to Consider

Social initiatives for reducing smoking

- To prevent smoking-related illnesses, international initiatives led by the World Health Organization are underway, strengthening restrictions on when cigarette ads may be shown on TV restrictions on cigarette advertising in sports.
- The Health Promotion Law, which went into effect on August 2, 2002, incorporates prevention of passive smoking and clearly mandates measures for separating smokers and non-smokers. Airlines have become completely smoke-free, and railway and other public transport operators are working to reduce smoking by, for instance, restricting smoking to a specific carriages.
- Some smokers on international and other long-haul flights of 10 hours or more had been found smoking surreptitiously in toilets, but passengers caught smoking in aircraft are now fined several hundreds of thousands of yen (US\$10,000s) and charged for the cost of their flight's return to its point of origin.
- To prevent smoking by minors, cigarette vending machines able to recognize adults started rolling out nationwide in March 2008, and;
- To recognize adults, Tobacco Institute of Japan issued IC chip-embedded "Taspo" cards with users' names, member numbers and photos are now required.

- The number of smokers now stands at 20.66 million males and 6.84 million females, or 500,000 fewer male but 170,000 more female smokers than the previous year.

Judging Criteria

What we are looking for:

- Good ideas rather than good executions. Good ideas are original, and can speak for themselves.
- Integrated communication based on your core idea. Ideas need to match appropriate media in an integrated manner.

Useful Links

<http://www.mhlw.go.jp/topics/tobacco/main.html>

Ministry of Health, Labour and Welfare

<http://www.health-net.or.jp/tobacco/product/pd090000.html>

Japan Health Promotion and Fitness Foundation

Deliverables, Terms, and Conditions

- One summary sheet in English of your core idea and executions making use of at least three media channels.
- All elements must be included on one page. The printed-out size must be B4 landscape.
- All entries must be submitted in a single-paged JPG format (file size less than 2MB), and must be able to be viewed on a Windows PC.
- Entrants can enter only once, with one idea.
- Entrants must not use copyrighted materials such as music and 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 these images, **see attached document** in Japanese for instructions.

- Entrants must not use copyrighted materials such as music and celebrities as part of their idea.
- Entrants must be born after December 31, 1981.
- All work must be submitted by e-mail to: younglotus2012@ad-zenkoren.org
- Entries will not be returned. All rights reserved by Japan Advertising Federation.

Deadline

- 5:00pm, Monday, January 23, 2012

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 2nd, 2012

Time: 19 : 00 - 21 : 00

Place: 11th Floor, Asatsu-DK

1-13-1, Tsukiji, Chuo-ku, Tokyo

Admission: Free