

February 1st 2019

Young Lotus Competition 2019

Japan Final brief

Briefing Theme:

To promote better understanding among managers / employees of what diversified workforce means, the merits it brings.

Client:

The Lotus Leaf, an advertising agency network incorporated in Japan with regional offices in several Asian countries and regions including China, South Korea, Hong Kong, Singapore, Indonesia and Malaysia. The network plans to further expand its business territory. (Fictitious organization)

Background:

In present world, “diversity management” is regarded as a key business imperative which should be incorporated into every multinational organization as basic philosophy in its personnel policy. A diverse workforce often contributes to wiser and better decision making, products and services, (happier customers) and increased productivity, and sequential improvement in the corporation’s bottom line. CEO of the Lotus Leaf made decision to adopt new policy based on diversity and shift from Japanese men dominated management to the right person in the right job style.

The CEO believes that all personnel, and specifically managers, need to understand how, especially in Asian region, diversity brings about merits to the whole network, and that the process should be carefully planned to realize it. His idea follows the guideline provided by **Julie B. Kampf**, *CEO and President, JBK Associates, Inc.*

<http://www.diversityjournal.com/4226-seven-steps-to-effective-diversity-management/>

Challenge:

To create a mood or movement of the company network to enjoy the benefits of diversity and the processes necessary to achieve it better.

Market/ Language: Possibly all the Markets where their network subsidiaries located.

/ English language. (except for those country where LGBT is not officially permitted.)

Target Audience: Managers and employees in Asian network subsidiaries.

Budget, media, period are idea dependent.

<Reference>

The below statistics shed light on the state of diversity in the US workforce today and suggest the future.

1. There are fewer Fortune 500 CEOs who are women (4.1%) than who are named David (4.5%) or John (5.3%) – two single male names outnumber an entire gender. ([NY Times](#))
2. Only 5 out of all Fortune 500 companies have African American CEOs. ([CDC, Diversity Inc.](#))
3. 40% of people think there's a double-standard against hiring women – both men and women are more likely to hire men over women. ([Pew](#))
4. Men are 30% more likely than women to be promoted from entry level to manager. ([Women in the Workplace](#))
5. Resumes submitted by people with African American-sounding names are 14% less likely to get a call back than those with white-sounding names. ([Research study by University of Wisconsin](#))
6. 67% of job seekers said a diverse workforce is important when considering job offers. ([Glassdoor](#))
7. 57% of employees think their companies should be more diverse. ([Glassdoor](#))
8. 41% of managers say they are “too busy” to implement diversity initiatives. ([SHRM](#))
9. 83% of millennials are more actively engaged when they believe their company fosters an inclusive culture – and in 10 years millennials will comprise nearly 75% of the workforce. ([Deloitte](#))
10. The United States will no longer have any single ethnic or racial majorities by the year 2065. ([Pew](#))
11. For every 10% increase in the rate of racial and ethnic diversity on Senior Executive teams, EBIT rises 0.8%. ([McKinsey](#))
12. Ethnically diverse companies are 35% more likely to outperform their respective national industry medians. ([McKinsey](#))
13. Gender diverse companies are 15% more likely to outperform their respective national industry medians. ([McKinsey](#))

14. Companies reporting highest levels of racial diversity in their organizations bring in nearly 15 times more sales revenue than those with lowest levels of racial diversity. ([American Sociological Review](#))

Deliverables:

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

-File can be in JPG format, 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 to be submitted by email to: younglotus@ad-zenkoren.org

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

Deadline:

15:00, on Monday, February 4th

Announcement of results:

The winning team will be announced at the venue after all the presentation by 4 teams finished.

Japan Qualifying Competition

Date: Monday, February 4th, 2019

Time:1) Presentation 16:00-17:30

2) Result Announcement after presentation

Place: 8th floor, Dentsu-Ginza Building. (7-4-17, Ginza, Chuo-ku, Tokyo)