

Young Lotus Competition 2024

Japan Preliminary Final Round

The Brief

Encourage the collection and recycling of plastic toys as part of addressing the plastic waste problem

Client

Zero Waste Future (ZWF): A fictitious organization for this brief only

Background

The toy industry is one of the most plastic-intensive industries in the world. It extensively utilizes plastic as the primary material for their products such as dolls, blocks, games, promotional items and so on.

There is data indicating that children around the world lose interest in 25% of the toys they acquire after one week, and this figure increases to 35% after one month. Most of the toys that children lose interest in and no longer play with are not collected or recycled, leading to disposal. As a result, the toy industry generates approximately one million tons of waste annually.

On the other hand, 75% of children, the primary target audience of the toy industry, express concerns about the impact of climate change and plastic waste in the oceans.

Challenge

To create a campaign to raise awareness about the plastic waste crisis caused by the toy industry and encourage the collection and recycling of plastic toys

- Propose communication targets and expected results
- Present communications that motivate the target audience to shift their behavior
- Present the rationale of how the proposed campaign works to improve the plastic waste issue

Target Audience

Children worldwide and/or the parents who purchase their toys.

Budget

Subject to the proposal

Timeline

Plan the campaign to be launched on June 5, 2024 (World Environment Day)

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

2 p.m. on Wednesday, February 14th, 2024