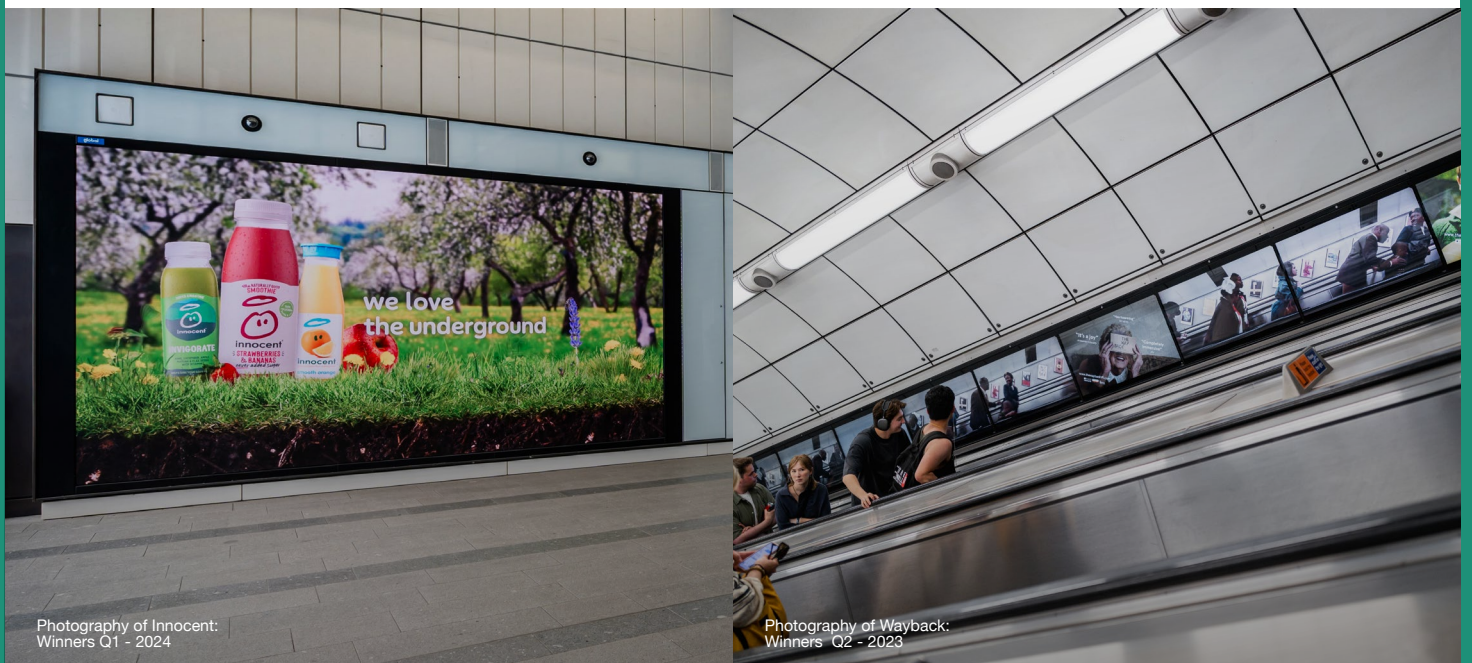




Photography of Refugee Case:  
Winners Q2 - 2024

# LOOK AHEAD → ENTRY KIT 2024 LOOK AHEAD: CREATE CHANGE



Photography of Innocent:  
Winners Q1 - 2024

Photography of Wayback:  
Winners Q2 - 2023

**Global, the Media and Entertainment group, reaches 51.7 million individuals across the UK every week, making it the ideal platform to unite audiences and brands through powerful, resonant connections.**

**This year, we are excited to launch Creativity for Good, a new category that showcases genuine sustainability transformation, empowering brands to present their real impact while staying true to the values of transparency and integrity.**

**The 2024 edition brings a new focus on Creativity for Good, targeting small brands making a positive impact and innovative leaders driving sustainability forward. Our goal is to inspire brands to utilise out-of-home (OOH) formats to tell compelling stories that resonate with audiences and reflect meaningful environmental action.**

#### **WHAT IS IT?**

Look Ahead 2024 is a call to action for creative thinkers to harness the full potential of OOH technology and formats, delivering campaigns that embody optimism, innovation, and a commitment to genuine sustainability. We want ideas that break new ground, avoid greenwashing, and reflect the real-world impact of sustainable practices.

Entrants should explore and demonstrate how they would creatively use landscape and portrait Out of Home Posters to bring their vision to life, focusing on authentic storytelling and sustainability impact.

#### **ABOUT ROADSIDE AND LONDON UNDERGROUND OOH ADVERTISING / Attention grabbing statements**

Global has the UK's most comprehensive outdoor portfolio. Whether our advertisers are looking to make an attention-grabbing statement or reach local audiences on the high street, our outdoor products have something to offer every advertiser whatever the ambition of their campaign. We offer impactful billboard advertising with a truly national or targeted local coverage, and with maximum visibility, our estate is perfect for delivering brand fame at scale.

#### **APPLICANT CRITERIA: /**

**Sustainability.** To enter, brands must demonstrate:

**Environmental Impact:** Evidence of measurable sustainability efforts (e.g., carbon reductions, waste minimisation).

**Innovation in Sustainable Practices:** Use of new technologies or circular economy models.

**Long-Term Viability:** Scalable strategies for sustained impact beyond a single campaign.

**Transparency:** Clear data on sustainability goals and progress.

**Community Engagement:** Demonstration of stakeholder involvement and local impact.

**Creativity.** Entrants must showcase:

**Audience Engagement:** Unique concepts that inspire reflection on sustainability.

**Storytelling with Purpose:** A clear narrative that educates and empowers.

**Behaviour Change:** Campaigns that motivate audiences towards sustainable actions.

**Emotional Resonance:** Creative work that leaves a lasting impact.

**Message and Medium Alignment:** Effective use of media channels tailored for the message.

#### **ENTRY GUIDELINES /**

Only bold, innovative ideas utilising the dynamic capabilities of each OOH format will be accepted. Submissions must align with the Competition and Markets Authority's Green Claims Code to ensure transparency and integrity.

#### **Who Can Enter?**

The Look Ahead competition is open to small brands, sustainability-focused enterprises, and creative agencies. Entries must be submitted by full teams or companies, not individuals. Freelancers or outside contractors are not eligible.

#### **Submission Requirements:**

- Submit a presentation (Google Slides, PowerPoint, or Keynote) outlining your campaign idea and format usage.
- Include a 300-word description providing context and sustainability details.
- Entries must be prepared for an existing client and have secured a production budget prior to submission.

#### **Deadline for Submission:**

- Entries must be submitted via email to [lookahead@contagious.com](mailto:lookahead@contagious.com) by midnight on **19 March 2025**.
- Late submissions will be accepted until midnight on **26 March 2025**. Submissions after this date will not be considered.

#### **THE PRIZE /**

The winning entry will be showcased in May and August 2025. This is a unique opportunity to bring your sustainable campaign to life, reaching millions of commuters.

#### **COMPETITION FAQ /**

1. **Attention! Confidential Information:** Please mark any confidential data in your email. This information will be shared only with our judges.
2. **Cost:** There is no entry fee. The prize includes a media budget; the production budget must be secured by the entrant.
3. **Judging Process:** An online review followed by live judging by a panel of industry experts.
4. **Shortlist Announcement:** Shortlisted entrants will be notified privately on 15 April and invited to the Global Upfronts event on 30 April.
5. **Questions:** Contact [lookahead@contagious.com](mailto:lookahead@contagious.com) for any inquiries.

**GOOD LUCK!**

Promoter: Contagious. Prize provider: Global

# LOOK AHEAD

## ENTRY FORM

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Dear Entrant,

Thank you for taking part in our Look Ahead: Create Change competition, designed to inspire consumers to look ahead to the future with optimism by taking commuters on an immersive journey.

Please email this completed form to [lookahead@contagious.com](mailto:lookahead@contagious.com) with your creative file attached to the same email.

The deadline for entries is midnight GMT on 19th March. This will then be extended to midnight GMT on 26th March for any late submissions.

Best of luck!

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### RULES /

The supplied creative should be supplied in a slideshow presentation either in powerpoint / google slides / keynote format and be designed to each format specifications detailed below:

Please submit your campaign idea for both Landscape (16:9) and portrait (19:6) advertising formats.

### THE BIG IDEA /

Please provide 500 words below outlining the brief, objective and reasons behind the creative you are submitting.

### ENTRY FORM /

IDEA NAME: \_\_\_\_\_

AGENCY: \_\_\_\_\_

CLIENT: \_\_\_\_\_

CONFIRMATION OF PRODUCTION BUDGET IF YOU ARE TO WIN: \_\_\_\_\_

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# LOOK AHEAD

## ENTRY FORM

500 WORD SUBMISSION /

Please tick the box to inform if there is any confidential information within your entry