



Photography of Wayback:  
Winners Q2 - 2023

# LOOK AHEAD → ENTRY KIT 2024



Photography of Innocent:  
Winners Q1 - 2023



Photography of Refugease:  
Highly Commended Q2 - 2024

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

**As one of the world's foremost Media and Entertainment groups, Global is the largest Radio and Outdoor company in the UK and Europe, with an unparalleled portfolio of over 235,000 sites, reaching 95% of the UK population.**

**Contagious exists to inspire and empower contagious creativity.**

**Together, we are thrilled to launch the third year of the Look Ahead competition, returning to London with a renewed focus on innovation in out-of-home advertising. This year, we aim to inspire forward-thinking, boundary-pushing ideas that harness the latest tech and creative possibilities in OOH.**

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

This year, **Look Ahead** will challenge creative pioneers to leverage the full potential of OOH technology and formats to make a memorable impact. While we continue the theme of optimism and positivity, the brief has expanded. We're looking for daring, experiential ideas that turn heads, spark conversation, and engage audiences.

Entrants are encouraged to explore and showcase how they would creatively use digital gateways, digital escalator ribbons, and digital runways. Together, these formats open up an unmissable opportunity for immersive, unforgettable campaigns that transform the commuter experience.

#### **THE FORMATS /**

**Digital Gateways:** With full motion and dynamic capabilities, digital gateways are located at the top of the escalators in London Underground stations. They offer exceptional impact with a high passenger footfall, owning the environment with an unmissable canvas.

**Digital Escalator Ribbons:** Perfect for delivering engaging copy to a captive audience. These deliver creativity in full motion, allowing brands to attract and engage consumers on a new scale.

**Digital Runways:** A platform gallery with full HD screens with 100% exposure, exclusive to central London. Digital screens of a smaller size, but with great impact. These full-motion platform screens will reach audiences at scale across Elizabeth line.

#### **COMPLIANCE AND APPROVALS /**

- All artwork is subject to approval
- Please review the full set of guidelines and restrictions
- We strongly recommend you review these fully before commencing production
- If your ad contains flashing images, please take the flicker test at: [www.onlineflashtest.com](http://www.onlineflashtest.com)
- HFSS restrictions and guidelines must be followed for applicable environments. All copy must meet the requirements of the UK Code of Advertising and adhere to Global Copy Policy

#### **THE PRIZE /**

In 2024, Innocent Drinks brought their campaign to life as the winning entry of Look Ahead, showcased for two weeks across high-traffic London stations—Bond Street, Tottenham Court Road, and Farringdon Elizabeth Line—using digital gateways, cross-track dominations, and digital escalator ribbons, reaching over 4 million Londoners.

This year's winner will have the same opportunity to run a two-week campaign across the same premier locations, leveraging digital gateways, digital runways, and escalator ribbons to reach and captivate millions in "the best city in the world" (Resonance, 2023).

The Look Ahead competition is an unmissable opportunity to see your brand brought to life through outstanding creative in London.

## ENTRY GUIDELINES /

1. Only big, creative, and innovative ideas that utilise the dynamic capabilities of each format should be submitted (*specs to be downloaded separately*).
2. The Look Ahead competition is open to all individuals working in advertising who are employed full- or part-time by a company looking to activate an OOH campaign in the UK. This includes professionals in creative, PR, media, charity, tech, media ownership and brands. Please note that entries can only be submitted by full teams or companies, not on an individual basis.
3. Entries will not be considered by solo practitioners, outside contractors and freelancers. All artwork supplied must be designed to the specific product specification. To avoid disqualification, all entries must have received client approval prior to official entry.
4. Entrants must have a production budget secured ahead of submitting the work. The prize includes a media budget only.
5. The big idea should be submitted as a slideshow (Google slides, PowerPoint or Keynote) that highlights the use of the different formats.
6. The creative must be accompanied by 300 words of copy to provide context for your idea.
7. The idea should be created for a current client and must be prepared to go live in May and August 2025.
8. Entries must be submitted by email to [lookahead@contagious.com](mailto:lookahead@contagious.com) with the creative and entry form filled out and attached. Within the body of the email entrants should state their name, job title and company by midnight on 19 March 2025.

## JUDGING CRITERIA /

Each entry will be judged against three simple criteria:

1. **Attention: How creative and impactful is the idea?**
2. **Media specific: How well have the three formats been utilised to bring the idea to life and take commuters on a journey?**
3. **Brand: How appropriate is the idea to the brand and its product / services? How does the idea bring them to life?**

## COMPETITION FAQ /

### What if my submission has confidential information?

Please highlight in the body of the email when submitting your entry what is confidential and this information will only be seen by our judges.

### What is the deadline to submit?

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

**\*Please note that entries submitted after midnight GMT on 26 March will not be accepted.\***

### What is the cost to enter?

There is no cost to enter this competition. Global, the Media and Entertainment group, is kindly offering this opportunity to push advertisers to think bigger when considering OOH media and consider the different abilities each digital spec has to offer.

## What stations will feature the winning work?

Bond Street, Tottenham Court Road and Farringdon.

## How is my entry judged?

Judging will occur in two stages:

1. **Online:** Our online judges will mark each entry against the above criteria. The top five submissions will then be announced as the competition shortlist.
2. **Live:** The shortlisted entrants will be judged at a live judging day by a group of five independent advertising professionals. The jurors will discuss each entry in detail and mark individually against the three criteria again to determine the winner.

## How can I have the best chance at winning?

This year, we will revive the creative brief of Look Ahead as we continue to bring the feeling of optimism and positivity to London. We want to raise the bar for creativity in the TfL environment, and encourage creative agencies and brands to push the boundaries of the different formats and full-motion advertising in the London Underground.

This year, we are looking for creatives to make the most of the estate's limitless, eye-catching, and shareable creative opportunities the estate has to offer. We are asking entrants to showcase how they would creatively use a combination of digital gateways, digital escalator ribbons, digital runways to immerse commuters in their campaign.

A combination of these formats provides an unmissable opportunity to deliver a dynamic campaign for your brand in an area of high footfall.

We will be at Most Contagious on 28 November where you will be able to hear from experts on how to utilise these formats to the best effect. Book your tickets here:

[Most Contagious London 2024](#)

## Where can I find more information about the creative opportunities with each format?

Global Outdoor Creative will be happy to help you understand the limitless possibilities. Please contact: [OutdoorCreative@global.com](mailto:OutdoorCreative@global.com)

## When will the shortlist and winner be announced?

If your idea makes it to the shortlist you will be notified privately on 15 April and invited to the Global Upfronts event on Wednesday 30 April. Please keep the date free in case you make the shortlist. Your shortlisted idea will be promoted via email, and in the Contagious weekly newsletter.

## What happens when I win?

The Global media team will work with you on activating your campaign for a two-week period at somepoint between May and August 2025.

## Who do I contact with any questions?

Please contact Contagious at [lookahead@contagious.com](mailto:lookahead@contagious.com)

## GOOD LUCK!

**Promoter:** Contagious. **Prize provider:** Global

# LOOK AHEAD

Dear Entrant,

Thank you for taking part in our Look Ahead 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.

### Landscape:

- **Advert slot length:** 10 seconds (No Motion)
- **Supported format:** jpeg
- **File size:** no larger than 2gb

### Portrait:

- **Advert slot length:** 10 seconds, Motion acceptable
- **Supported format:** mp4 or jpeg
- **File size:** no larger than 2gb

### Digital runways:

- **Advert slot length:** 5 seconds
- **Frames per second:** 25
- **Supported format:** mp4 or jpeg
- **File size:** no larger than 2gb

### 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: \_\_\_\_\_

\_\_\_\_\_

# LOOK AHEAD

## ENTRY FORM

500 WORD SUBMISSION /

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