

ENTRY KIT 2023

LOOK
AHEAD



CONTAGIOUS



global



Global, the Media and Entertainment group, entertains and reaches 51.7 million individuals across the UK every week, creating the perfect one-stop shop to bring audiences and brands together to build deeper and more effective connections.



Global is one of the world's leading Media and Entertainment groups. With a huge weekly reach, it is the UK and Europe's largest Radio and Outdoor company.

With an extensive and diverse portfolio, Global is also the leading Outdoor company in the UK and one of the largest in Europe, with over 235,000 sites reaching 95% of the UK population.

Contagious exists to inspire and enable contagious creativity.

Together we aim to push the boundaries of creative excellence and limitless thinking in out-of-home advertising and are excited to bring year two of the Look Ahead competition back to London.

WHAT IS IT?

This year, we will revive the creative brief of Look Ahead as we continue to bring the feeling of optimism and positivity to London.

However, as the prize gets bigger the brief does, too. This year we are looking for creative pioneers to channel the limitless, eye-catching, sharable and experiential opportunities that out-of-home has to offer and deliver a creative concept that takes tube-users on an unforgettable journey with your brand.

This year we would like entrants to showcase how they would creatively use a combination of digital gateways, digital escalator ribbons and digital runways to immerse commuters in your campaign.

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

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 central London stations.

COMPLIANCE AND APPROVALS /

- All ideas submitted should have the production budget available to produce the idea in 2024. Global's creative solutions team is on hand to support the creation of the idea. However, production cost is not included in the prize
- 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
- 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 /

The WayBack, winners of Look Ahead 2022 saw their campaign come to life across the TfL network in June 2023 for two weeks across 13 London Underground and Elizabeth line stations being seen by 36,086,218 commuters.

This year, the winners of the Contagious competition will win a two-week campaign across Bond Street, Tottenham Court Road and Farringdon Elizabeth Line Stations across the digital gateways, digital runways and digital escalator ribbons. The two-week booking will give brands the opportunity to reach 4 million Londoners.

The Look Ahead competition is an unmissable opportunity to see your brand brought to life through beautiful creative in 'the best city in the world', London (Resonance's list, 2023).

ENTRY GUIDELINES /

1. Only big, creative and innovative ideas that utilise the dynamic capabilities of each format should apply (individual specs found in the entry form on page 4).
2. The Look Ahead competition is open to all individuals that work in advertising and that are full / part-time employed to a company that is looking to activate an OOH campaign in the UK. This includes; creative, PR, media, charity, tech, media owner and brand. Please note that entries can only be submitted by full teams or companies, rather than 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 supported by 500 words of copy to provide context to your idea.
7. The idea should be created for a current client and must be prepared to go live in January – March, 2024.
8. Entries must be submitted by email to 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 12 October 2023.

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 12 October. This will then be extended to midnight GMT on 18 October for any late submissions.

Please note that entries submitted after midnight GMT on 18 October 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 generate 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 exploit the 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 and digital runways to immerse commuters in your campaign.

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

At our How to Win event on 13 September, you will be able to hear from experts on how to utilise these formats to the best effect. Register your interest for the How to Win event at contagious.com/learn-how-to-win

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

Global Outdoor Creative Lab is the Global in-house creative team, a centre of excellence for creative consultation and development. With the mission to raise the bar for creativity the team would love for you to get in touch to help spark ideas about your entry. Get in touch with: OutdoorCreative@global.com

When will the shortlist be announced?

If your idea makes it to the shortlist you will be notified privately on 6 November and invited to the Most Contagious event in London on 7 December where the winner will be announced. Please keep 7 December free in case you make the shortlist. Your shortlisted idea will be promoted via email, and in the Contagious weekly newsletter on 8 November 2023.

When will the winner be announced?

The shortlisted entrants will be invited to Contagious' flagship event Most Contagious on 7 December at the Business Design Centre, London, where the winner will be announced live on the main stage. The winner will also be promoted online via email, newsletter and social.

What happens when I win?

The Global media team will work with you on activating your campaign for a two-week period between January and March 2024.

Who do I contact with any questions?

Please contact Contagious at lookahead@contagious.com

GOOD LUCK!

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

ENTRY FORM



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 with your creative file attached to the same email.

The deadline for entries is midnight GMT on 12th October. This will then be extended to midnight GMT on 18th October for any late submissions.

Best of luck!

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:

Digital gateways artwork production spec:

- **Advert slot length:** 10 seconds
- **Frames per second:** 25
- **Supported format:** mp4 or jpeg
- **File size:** no larger than 2gb

Digital ribbons artwork spec:

- **Advert slot length:** 10 seconds
- **Frames per second:** 29.97
- **Supported format:** mp4
- **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: _____

ENTRY FORM



500 WORD SUBMISSION /

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