

ENTRY KIT 2022



Global, the media & 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.

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. That's why we're launching the Look Ahead competition, to bring positivity and optimism to London through beautiful and eye-catching creative.

A BIT MORE DETAIL /

We are offering an opportunity for you to run a campaign on all 15 Ribbons across the TfL network - a media buy worth £150,000.

The launch of Elizabeth Line and the opening of Bond Street is a once-in-a-lifetime event, a truly momentous occasion that deserves marking with outstanding creativity.

However, as we look ahead, it's not the pretty picture that many want to step into. Consumers are worried about the future and are retreating to a nostalgic mindset of looking back.

We are looking for creative pioneers to submit creative concepts that answer the brief of '*Looking Ahead*' on behalf of a client (brand). This creative is for use across the eye-catching and innovative ribbon formats at Bond St, Oxford Circus, Marble Arch, Tottenham Court Rd.

The lucky winner of the *Look Ahead* competition will see their idea produced and placed on all 15 Ribbons across the TfL network, including those on the Elizabeth line, London's first new underground line since 1999.

The Look Ahead competition is an unmissable opportunity to be part of history and have your big idea come to life on London's newest line.

We want to raise the bar for creativity in the TfL environment, and encourage creative agencies and brands to push the boundaries of the ribbon format and full-motion advertising in the London Underground.

ELIZABETH LINE /

The launch of the Elizabeth Line has been transformational for London, and will forever change how we move into and across the city. These incredible new stations deliver world-class DOOH estate, which includes the longest ribbon on the network at Bond Street.

Our Look Ahead competition offers creatives a unique opportunity to capture attention, get people to Look Ahead and deliver powerful, creative messaging.

WHAT ARE RIBBONS? /

Digital Ribbons are a series of high definition, full-motion landscape LCD screens that align against each other on both the left and right sides of main escalator runs at 15 of Central London's busiest stations.

- **Advert/Slot Length:** 10 seconds
- **Frames per Second:** 30
- **Supported Format:** mp4
- **Resolution (per screen):** 1920 x 1080 pixels
- **File Size:** No larger than 2GB
- **Ribbons are innovative full motion creative canvases, spanning the length of escalators in major central London stations.**
- **The Ribbons stunning full motion creative canvases, offer unavoidable impact.**
- **Digital Ribbons are perfect for full-motion copy and innovative creative executions.**

ENTRY GUIDELINES /

1. Only big, creative and innovative ideas that utilise the dynamic capabilities of the ribbons should apply (spec to be downloaded separately).
2. The Look Ahead competition is open to all individuals that work in advertising 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. The big idea should be submitted as an MP4 file, no larger than 2GB, 1920 x 1080 pixels. The creative should consider Bond Street as 80 ribbon screens to utilise (40 per side). In addition to the creative, a 500-word explanation of the campaign's brief, objective, and the reason behind the creative, should also be supplied. All information can be found on the entry form at the bottom of this document, downloaded from contagious.com/lookahead
5. The idea should be created for a current client and must be prepared to go live in **February 2023**.
- 6.. 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 **26 October 2022**.

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 ribbons been utilised to bring the idea to life?**
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 26 October**. This will then be extended to midnight **GMT on 1 November** for any late submissions. **Please note that entries submitted after midnight GMT on 1 November will not be accepted.**

What is the cost to enter?

There is no cost to enter this competition. Global, the media & 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 the winning work be featured at?

Elizabeth Line: Stations and Screens

Liverpool St West (Moorgate)	56	(28 per side)
Liverpool St East (Broadgate)	38	(19 per side)
Whitechapel	36	(18 per side)
Farringdon	46	(23 per side)
Tottenham Court Road	42	(21 per side)
Bond Street East	80	(40 per side)
Bond Street West	14	(7 per side)

London Underground: Stations and Screens

Tottenham Court Road	50	(25 per side)
London Bridge	70	(35 per side)
Bank	40	(20 per side)
Kings Cross	30	(15 per side)
Oxford Circus	64	(32 per side)
Euston	30	(15 per side)
Piccadilly Circus	30	(15 per side)
Waterloo	46	(23 per side)

How is my entry judged?

Judging will occur in two parts: .

- **Online:** Our online judges will mark each entry against the above criteria. The top five submissions will then be announced as the competition shortlist.
- **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.

When will the shortlist be announced?

If your idea makes it to the shortlist you will be notified privately on **16 November** and invited to the Most Contagious event in London on 24 November where the winner will be announced. Please keep **24 November** free in case you make the shortlist. Your shortlisted idea will be promoted via email, and the Contagious weekly newsletter on **16 November 2022**.

When will the winner be announced?

The shortlisted entrants will be invited to Contagious' flagship event Most Contagious on **24 November** 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 in **February 2023**.

Who do I contact with any questions?

Please contact **Robyn** at robyn@contagious.com or lookahead@contagious.com / 07528 180449.

GOOD LUCK! Scroll down to enter /

ENTRY KIT 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.

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 26th October. This will then be extended to midnight GMT on 1st November for any late submissions.

Best of luck!

RULES /

The supplied creative should follow the London Underground Digital Ribbons spec, detailed below.

The ribbons are a series of High Definition full motion landscape LCD screens that align against each other on both the left and right sides of the main escalator.

Underground Ribbon Spec:

- **Advert/Slot Length:** 10 seconds
- **Frames per Second:** 30
- **Supported Format:** mp4
- **Resolution (per screen):** 1920 x 1080 pixels
- **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:

CREATIVE:

ENTRY KIT FORM



500 WORD SUBMISSION /

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

☐

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