

# SHARK AWARDS 2020

## Creative Brief for Young Shark Award

**Your mission should you choose to accept it...**

**Product:** The Shark Awards.

**Background:** The world is in the grip of a pandemic - Covid 19. Danger is everywhere. Masked people wander the streets in a daze (nb: two meters apart). But now, slowly, they're beginning to emerge from their homes after months of confinement. They're cautious and understandably so, but they want to get back to 'normal'. They want to get back to doing the things they used to do.

**Target market:** Creative people (writers, art directors, photographers, animators, composers, editors, designers etc etc) around the world who (still) need to be told "that piece of creative work you produced is wonderful". We're talking about the brave and the bold, those who refuse to be dictated to by a potentially deadly virus. We want to appeal to creative people who refuse to crawl into a hole and vanish.

**Proposition:** Spit in the face of Covid19 - if you have great work to show the world, then SHOW the world. Many award shows have cancelled this year but not The Sharks. The message should be 'don't let the virus win, show us what you've got.'

**Miscellaneous:** We're looking for a reason. A logic - something to convince creative people to keep creativity alive in the most difficult circumstances (probably the most difficult since 1939 - 1945).

**Media:** Anything you like, print ad, poster, digital, it's a brilliant idea we're looking for and the idea judged the most memorable/engaging/creative by our judge will win. You can send us a (short hopefully) description of your concept or a clip or a mock-up. Just keep in mind, it's the idea we're after.

**Deadline:** All Entries must be with us BEFORE midnight 31st July.

**Mandatory inclusions:**

- The name 'The Shark Awards'
- Web address [www.kinsalesharks.com](http://www.kinsalesharks.com)
- Our logo

**More Details at our website**