

THE MARKETING SOCIETY STAR AWARDS

ASPIRING CREATIVE STAR BRIEF 2024

✳️ BANK OF SCOTLAND

[UNION DIRECT]

THE MARKETING
SOCIETY

SCOTLAND

ABOUT THE AWARD

The Aspiring Creative Award is a chance for future stars in advertising to shine. And a brilliant way to gain some valuable experience and get noticed by those in the industry.

The Marketing Society is one of the most influential drivers of marketing in the world. And in Scotland has helped create a thriving community which supports and nurtures new talent.

That talent is recognised and rewarded at our annual Star Awards. And all the finalists in The Aspiring Creative Award will get the opportunity to attend. The winner will be announced on the night, and they'll be offered a paid placement at Union Direct, along with a year's membership of The Marketing Society Scotland.

Entries are now open to anyone looking to kickstart an exciting, creative career in advertising.

Find out more at the Marketing Society at starawards.marketingsociety.com

Find out more about Union Direct at uniondirect.co.uk

THE BRIEF

 BANK OF SCOTLAND

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WHAT PROBLEM DO WE WANT TO SOLVE?

Bank of Scotland is proudly by the side of Scots. It's Scotland's original bank and today has a relationship with 3 million customers – that's more than half of the population. It really is part of the fabric of the country – a trusted presence that has innovation woven into its 300 year history. Bank of Scotland was the first UK bank to issue paper money, the first to use computers and introduce cash machines and the first to introduce digital banking back in 1985. Today, our digital app makes managing money easier than ever. Bank of Scotland prides itself on being there for its customers from their first ever bank account opened as a child, through their entire life – offering everything from credit cards to car insurance, mortgages to investments.

For the 16-24 age group, Bank of Scotland is reassuring, familiar, and the bank they'd trust with 'serious banking' - like where their wages get paid into and if they needed a mortgage. There's a cultural connection with the brand from Scots of all ages, but younger people, who have grown up without as much need for in person banking, have an increasing amount of choice with more and more Fintechs entering the market.

Becoming a student is often the first real moment of financial independence young people have, which is exciting and daunting at the same time. With bills and living expenses to cover for the first time, managing their finances well and avoiding pitfalls like running out of money to pay rent is key. We know that money and mental health are interlinked and getting good money habits in place from day one could be the difference between a great student experience and a stressful one. The Bank of Scotland has the expertise to really support students to become financially independent.

Bank of Scotland are committed to supporting Scotland's next generation of learners. We want to make the brand and its Student Account the first choice for young Scots embarking on their university education.

To learn more, visit bankofscotland.co.uk

**WHAT'S THE ONE
THING WE WANT
YOU TO DO?**

THE PROPOSITION

**MAKE BANK OF SCOTLAND STUDENT ACCOUNT THE FIRST
CHOICE FOR STUDENTS IN SCOTLAND WHO ARE ENTERING A
NEW CHAPTER OF FINANCIAL INDEPENDENCE.**

BANK OF SCOTLAND IS BY THE SIDE OF STUDENTS.

NEED TO KNOW:

THE PRODUCT

The Bank of Scotland Student Account is designed especially for students in Scotland. Currently it offers:

- Cash incentive when you open the account (up to £100)
- Interest-free overdraft until graduation, helping bridge that gap between full parental support and financial independence
- A smart, easy-to-use banking app with features like:
 - Low funds / £50 notification (nobody wants to get caught short when they're at the till)
 - Split the bill (takes the awkwardness out of exchanging money with new friends)
 - Money-in notifications (for wages, or things like Vinted)
 - 'Everyday Offers': up to 15% cashback on purchases with partner retailers like Costa, Sainsbury's, Sky and Booking.com
 - Saving without trying with Save the Change
- Support on hand from a trusted bank online, on the phone or in branch to help with any bigger decisions or importantly if things aren't going to plan, if your finances get in a bit of a mess, or for bigger things like fraud and scams which are on the rise.

NEED TO KNOW:

**THE CURRENT
BRAND POSITIONING**

Bank of Scotland has been part of the fabric of the nation for more than 300 years. 'By Your Side', the endline in our advertising, is brought to life by Scottish comedian Susan Calman.

WATCH THE LATEST ADS [HERE](#) & [HERE](#)



While this campaign should be complementary to all of this, using brand colors and cues, it's also a chance to keep the brand timeliness and be totally relevant to the new student audience in Scotland, engaging them where and how they already are, while still being convincingly 'Bank of Scotland'.

N.B there is no requirement to feature Susan Calman in this campaign.

**WHO IS OUR
AUDIENCE?**

**WHAT DO THEY
THINK RIGHT NOW?**

**WHAT DO WE WANT
THEM TO THINK?**

YOUNG SCOTS ABOUT TO START THEIR FIRST YEAR OF UNI

More than 120,000 people will start university in Scotland in September, roughly two thirds leaving home to do so. Despite having grown up through crisis after crisis, they're excited and optimistic about the future. But also daunted by the prospect of such a big life change, with having enough money and making friends being the top two concerns.

Life is exciting, nerve-wracking and BUSY. They've just got their exam results and have secured their uni place; now it's time to get everything sorted for probably the most hotly anticipated stage in their life so far. They're torn between being desperate to get going (freedom!) and beset with worries around how they'll cope away from the familiar setup of school and home – socially, organisationally and financially.

I want to enjoy student life, not be worrying about money. Bank of Scotland can help with that. It does it all, it has a great Student Account with perks that are designed for me right now and the expertise and help if I need it. It'll see me through graduation and well beyond.

SOME MORE BACKGROUND (CHANNELS AND TIMINGS)

The advertising campaign will be social-first, with media spend across Instagram, TikTok and possibly Twitch Tasks. There's also likely to be spend on YouTube, so a video asset will probably be created, and potentially out of home (posters near uni campuses).

The campaign will run from the start of August, just as pupils are receiving their exam results and confirmation of uni places, through to Freshers Week and the start of term in September. Think about how executions and product features can be made ultra-relevant to the big life moments that take place over this period.

Whilst you're busy crafting cracking creative to cut through a crowded, cluttered and competitive space, show us what you can add to a brief to make Bank of Scotland's offering stand out from the rest. You're the target audience for this kind of account. So what would you love to see as a feature or benefit that would make it even more useful and helpful to you? What are student accounts currently not doing that you think could help you navigate your way through student life? You can make it an add on, or the whole focus of your idea. Just remember to keep it real and realistic. So no VIP passes to Taylor's Eras tour, or lifelong supplies of Gregg's steak bakes. Sorry.

This is a live brief, so your idea could be out in the real world from August. The winner will be required to start their placement from the week following the awards ceremony.

YOUR SUBMISSION

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PRACTICAL THINGS, LIKE FORMATS

It's essential that your idea works in social media, and best if it can carry beyond that to at least video and OOH.

Show us your big idea in an A4 2-page PDF. You can include links to videos, additional files or animations to support your entry. And you should provide a brief explanation of your concept in under 100 words to accompany your entry.

We want to make the winning entry a real campaign, so make sure your idea is realistic and achievable.

HOW WILL YOUR IDEA BE JUDGED?

THE BIG IDEA: Original thinking and a compelling, unique message to captivate our audience.

CREATIVE EXECUTION AND IMPLEMENTATION: A well-structured submission that tells a story from insight to results.

LIKELY IMPACT: The winning entry must resonate with the audience and drive account openings.

RELEVANCY: Demonstrating insight into the target audience, time of life and campaign media channels, and being true to the brand and product.

EFFECTIVE PRESENTATION (INTERVIEW): If shortlisted, you will be invited to present your work to a panel of judges.

ENTRY DATES

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ENTRY DETAILS

APPLICATIONS OPEN:

14TH FEBRUARY 2024 AND CLOSE 19TH APRIL 2024.

Shortlisted entrants will be announced w/c 29th April.

Those shortlisted will be invited to present their work w/c 20th May.

Winner will be announced at the Marketing Star Awards 20th June.

ONE MONTH PLACEMENT AT UNION DIRECT WILL BEGIN 24TH JUNE.

APPLY VIA THE ENTRY FORM AT:

STARAWARDS.MARKETINGSOCIETY.COM/ASPIRING

WHO CAN APPLY?

There is no age limit, and you don't have to be in college, university or school. You can already have experience in or be currently working in an agency environment, as long as it is not a creative role. We won't consider entrants who are currently working in a creative role in advertising/creative industries.

GOOD LUCK

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