

THE MARKETING SOCIETY STAR AWARDS

ASPIRING CREATIVE STAR BRIEF 2025

SCOTTISH  WIDOWS

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 THE MARKETING
SOCIETY

ABOUT THE AWARD

The Aspiring Creative Star 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 Aspiring Creative Star Award finalists will get the opportunity to attend. And 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 about the Marketing Society at
starawards.marketingsociety.com

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

THE BRIEF

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WHAT PROBLEM DO WE WANT TO SOLVE?

Pensions are a prime example of our reluctance to confront the future. They feel distant, dull, and daunting, leading many young people to dismiss them entirely. Yet, neglecting your pension now can jeopardise the dream of a secure retirement. The earlier you start, the better off you'll be in the long run.

People are automatically enrolled in their workplace pension scheme, which has greatly increased the number of individuals saving for retirement. However, a survey of 2000 UK working 18-25 year olds revealed that one in three (29%) have never contributed to a workplace or private pension. What's more, just over half are currently contributing to one – this highlights a significant gap in understanding the importance of workplace pensions and how even small contributions can maximise their benefits.

To learn more, visit scottishwidows.co.uk

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

THE PROPOSITION

**INCREASE UNDERSTANDING AMONG 20-SOMETHINGS
ABOUT THE IMPORTANCE OF A WORKPLACE PENSION.**

Consider how to best educate young people about pensions as well as motivate them to take action, emphasising that contributions made early on can have an impact on their retirement savings and future.

**GET TO KNOW THE CHEAT CODE
THAT CAN HELP SET YOU UP FOR LIFE.**

NEED TO KNOW:

WORKPLACE PENSION

A workplace pension is a way of saving for your future through contributions directly from your wages. A percentage of your pay is put into the pension scheme automatically every payday, and your employer also adds money to it. Plus, you may also receive tax relief from the Government.

We want to position this as a cheat code whilst you are young. A cheat code is a rare case of small effort for big rewards- a way to skew things in your favour. It's like finding a loophole that lets you make the most of your money whilst feeling smart doing it. Don't play into the old savings cliché of 'just don't buy the fancy coffee' — the trade-off cannot be about giving up life's little pleasures for a far-off gain.

Our job is to make the cheat code (and those who use it) look magnificent or at least to make it feel like you're missing out.

NEED TO KNOW:

WORKPLACE PENSION

Here are some of the reasons to believe that a workplace pension is one of the most powerful cheat codes around whilst young:

- **Compound interest:** both your contributions and your employer's are invested in assets like company shares, bonds, and property. The longer your money stays invested, the greater the potential for it to grow. The earlier you start saving - and the more you can save while you're younger - the more powerful compound interest becomes.
- **Employer contributions:** Employers are required to contribute a minimum of 3% towards your pension, which helps you grow your future savings.
- **Tax relief:** the government adds to your pot by letting you put in money that would otherwise be taxed.
- **Low effort:** Your employer handles the setup and administrative details. You typically have access to ready-made investment options, or you can choose from a few managed funds.
- Scottish Widows workplace pension holders can see their future with the app. Including seeing how much you currently have in your pension, viewing how much you could have for your retirement with our projections, and managing pension admin.

A workplace pension is more than just an employee benefit – it's a powerful tool to help you save for retirement.

NEED TO KNOW:

THE CURRENT BRAND POSITIONING

Scottish Widows has undergone a rebrand, moving away from the human Widow. The brand stands firmly against 'sleepwalking' into an uncertain future. Their message is clear: your tomorrow shouldn't be left to chance. The new positioning centres around 'See your future, own your tomorrow.'

With a fresh, modern identity, Scottish Widows is better equipped to resonate with a younger audience, offering a more relatable and forward-thinking approach to financial planning.

The new tone of voice for the brand is courageous, pragmatic, and captivating. While this campaign should be complementary to all of this, using brand colours and cues, it's also a chance to be totally relevant to the younger audience, engaging them where and how they already are while still being convincingly Scottish Widows.

If you require further detail on the logo, fonts, or colours, please get in touch with Union Direct.

WHO IS OUR AUDIENCE?

WHAT DO THEY THINK RIGHT NOW?

WHAT DO WE WANT THEM TO THINK?

YOUNG GRADUATES STARTING AT THEIR FIRST FULL-TIME JOB.

Meet Sam – aged 23, fresh out of university with a bachelor's degree in business management. Sam landed a graduate role in a mid-sized company in Glasgow, earning an annual salary of around £27,000, typical for recent graduates in the region. With student loan repayments just beginning, Sam's monthly pay packet also covers the cost of renting a small flat shared with friends, commuting on public transport, and enjoying occasional nights out or takeaway meals.

Sam understands the importance of saving, but with more immediate financial priorities – like building up a rainy-day fund, planning some travel, and dreaming of getting on the property ladder – retirement feels far off. They've been auto-enrolled into their workplace pension but doesn't grasp its importance or benefits it offers, and wonders if their money might be better spent elsewhere. They doesn't yet understand how starting to save early can have a big impact on their retirement savings down the line, or how paying a little more attention to it now can maximise the benefits of their workplace pension.

I understand the importance of my workplace pension and how it's a simple case of small effort for big rewards. Even small contributions now can have a huge impact on my future. By taking action today, I'm setting myself up to own tomorrow.

SOME MORE BACKGROUND (CHANNELS AND TIMINGS)

Come up with a campaign concept or 'big idea' that has the strength to be able to run across a variety of formats and media. For example:

SHORT-FORM VIDEO ADS

TikTok, Instagram Reels, YouTube Shorts

- Short videos (10-30 seconds each).
- Scripts/storyboards.

OFFICE POSTERS AND OUT-OF-HOME (OOH)

INFLUENCER COLLABORATION

BRAND EXPERIENCE

YOUR SUBMISSION

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PRACTICAL THINGS, LIKE FORMATS

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.

There's every possibility that the winning entry could turn into 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 young 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 awareness of workplace pensions.

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

WHO CAN APPLY?

APPLICATIONS OPEN:

10TH FEBRUARY 2025 AND CLOSE 18TH APRIL 2025.

Shortlisted entrants will be announced w/c 5th May.

Those shortlisted will be invited to present their work w/c 19th May.

Winner will be announced at the Marketing Star Awards 12th June.

APPLY VIA THE ENTRY FORM AT:

[MARKETINGSOCIETY-STAR.AWARDSPLATFORM.COM](https://marketingsociety-star.awardsplatform.com)

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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