

THE MARKETING SOCIETY STAR AWARDS

ASPIRING CREATIVE STAR BRIEF 2023



GIVE BLOOD

[UNION DIRECT]



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



GIVE BLOOD

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WHAT PROBLEM DO WE WANT TO SOLVE?

When it comes to blood supplies, we need donors from all backgrounds to come forward and donate blood. But who gets the blood?

Not every blood donor can help every patient. Complex work goes on to make sure the donor is the very best match for the patient. Generally, a donor and patient will be matched by blood group. There are 8 different blood groups and O negative is the only one that can be safely transfused to anyone in an emergency.

Certain conditions may require a more detailed match. For example, patients with sickle cell disease can often rely on blood transfusions to keep them feeling well. Patients with this condition are mainly of African, Caribbean, Black (ACB) heritage but may also be of Asian, Mediterranean or Middle Eastern heritage. For sickle cell disease, donors with similar ethnic backgrounds are more likely to have closely matched blood types that are best for these patients.

SO WE NEED MORE MINORITY ETHNIC COMMUNITIES, INCLUDING AFRICAN, CARIBBEAN, BLACK (ACB) AND ASIAN GROUPS TO BECOME BLOOD DONORS

This is where we need your help. We need you to create a compelling, engaging campaign that targets minority ethnic communities in Scotland and encourages more people to come forward to help.

Why now?

Because the Scottish population of Asian, African, Caribbean or Black, Mixed or Other ethnic groups is now 4% - double what it was in the 2011 census. But the diversity of our donor base hasn't caught up, with less than 2.5% of Scotland's donors self identifying as being from within these communities. Ultimately, we need our donor base to reflect Scotland's increasingly diverse and multicultural population, not least to help treat these very serious blood conditions.

To learn more, visit scotblood.co.uk

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

THE PROPOSITION

**GET MORE MINORITY ETHNIC COMMUNITIES, INCLUDING
AFRICAN, CARIBBEAN, BLACK (ACB) AND ASIAN GROUPS TO
BECOME BLOOD DONORS.**

**WE NEED PEOPLE WITH AN AMAZING HERITAGE
LIKE YOURS, TO DO SOMETHING AMAZING TODAY.**

NEED TO KNOW:

**THE CURRENT BRAND
POSITIONING**

We'd like your campaign to build on our current creative idea of 'People Like You'.

This has been an upbeat, uplifting, rallying call to Scotland. No matter who you are, no matter what you think, giving blood is for you. You can make a difference. It was an inclusive, motivating welcome to everyone. One which spoke powerfully to Scotland's sense of community, of pulling together, of helping each other out. Less about guilt and more about hope, compassion and generosity. To get people feeling good about giving.

We introduced a new way to talk to donors. Using humour and energy. Using real people who live in Scotland. People we all recognise. Quirky, down to earth, relatable. All ages, all backgrounds, all walks of life. In real Scottish locations. With real life donors making an appearance too.

Your idea should fit seamlessly into the current work, be more targeted to a specific audience, and hopefully even take it on to the next level.

Watch the TV ad here:

<https://www.scotblood.co.uk/news/new-campaign-people-like-you-launches-on-world-blood-donor-day/>

WHO IS OUR AUDIENCE?

Minority Ethnic communities, including African, Caribbean, Black (ACB) and Asian groups in Scotland.

WHAT DO THEY THINK RIGHT NOW?

They know blood donation is a good thing to do, but maybe don't know that they are better able to help people with similar heritages.

They may not know where to begin their blood donation journey as they may not know any other blood donors. Some may have a negative impression of health services.

WHAT DO WE WANT THEM TO THINK?

Giving blood is quick, safe and easy. It's great knowing I can step up and really help the NHS and my community. People like me have it in them to do something amazing and help save the lives of other people like me.

We want them to call or visit the website to register to donate and book themselves an appointment.

SOME MORE BACKGROUND (THE SCIENCE BIT)

Find out more about sickle cell:
www.sicklecellsociety.org

SICKLE CELL DISEASE

Approximately 15,000 people in the UK have sickle cell disease. Roughly 270 of those live in Scotland. 250 donations are now needed every day to treat sickle cell disease, the fastest growing genetic condition in the UK. Only 150 donations a day were needed five years ago.

Sickle Cell Disease is a serious inherited blood disorder that is passed on from parents to children. You're more likely to carry the sickle cell genes if your ancestors are from African, Caribbean, Black (ACB) and Asian heritage.

It affects red blood cells which carry oxygen around the body. Some people experience attacks of severe pain, lasting days. Others can become very anaemic. Some can suffer serious, life-threatening infections or strokes at a young age. People with sickle cell disease usually need medicines and vaccinations throughout their lives. In severe cases regular blood transfusions are needed to maintain their health.

BLOOD TRANSFUSION

Blood for transfusion is matched to a patient's blood according to their blood group. This is to get the best result and to avoid any reactions. Most people will have heard about ABO and RhD blood group but there are many other blood groups like Duffy, Kell and Kidd. Some blood groups are more common in certain ethnicities. So, for example, for patients with sickle cell disease who may need lots of transfusions, better matched blood comes from donors of a similar ethnic background.

WHAT CAN WE LEARN FROM PREVIOUS WORK?

In Scotland there is no prior targeted work in this area. However colleagues in the English Blood Service have developed several campaigns. This is to reflect the clinical requirements for blood products needed in England.

Last year, NHS Blood and Transplant in England, launched 'Not Family, But Blood' to recruit more donors of Black heritage (ran to coincide with Black History Month).

The campaign highlights that although the Black community is diverse, one unifying thing is the power to treat sickle cell disease and provide life changing blood donations.

You can check out the campaign here:

In Our Blood - www.youtube.com/watch?v=-K0QpDbGxhM

Black Panther partnership - www.youtube.com/watch?v=0E0xU_Rs92A

YOUR SUBMISSION



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PRACTICAL THINGS, LIKE FORMATS

Pick a format which best suits your big idea. From social media to a poster, TV or radio ad, or really clever use of outdoor space. If your idea can work across several of those formats, then great!

Show us your big idea in a 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 hit an emotional note and bring widespread awareness.

RESEARCH: A well-researched subject matter conveyed in a way that's simple to understand.

MAKE A DIFFERENCE: Your idea should be doable and make a positive impact on Scottish society.

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

ENTRY DATES



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ENTRY DETAILS

WHO CAN APPLY?

APPLICATIONS OPEN:

14TH FEBRUARY 2023 AND CLOSE 7TH APRIL 2023.

Shortlisted entrants will be announced w/c 24th April.

Those shortlisted will be invited to present their work w/c 15th May

And the winner will be announced at the Marketing Star Awards.

APPLY VIA THE ENTRY FORM AT:

[STARAWARDS.MARKETINGSOCIETY.COM/ASPIRING](https://starawards.marketingsociety.com/aspiring)

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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