

# ASPIRING CREATIVE STAR BRIEF

*The Marketing Society Star Awards 2026*



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# 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 the Union, 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](https://starawards.marketingsociety.com)

Find out more about the Union at  
[union.co.uk](https://union.co.uk)

# THE BRIEF



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# THE BRAND

This year the brief has been developed in partnership with ScottishPower. ScottishPower is one of the UK's leading energy companies, working across the whole energy system; sustainability is at its core, generating renewable electricity, building and upgrading electricity networks, and supplying power to homes and businesses. From wind farms to the wires that carry electricity across the country, ScottishPower has a direct role in powering everyday life and in shaping what the future of energy looks like.

As part of Iberdrola, they are aligned to the United Nations Sustainable Development Goals, their ambition goes beyond energy alone, from climate action and cleaner air to innovation, jobs and stronger communities.

So, ScottishPower's impact isn't only about infrastructure. Every year, it also invests in communities across the UK, supporting local projects through programmes such as its community funding, backing grassroots organisations and practical initiatives that help people where they live. Alongside this, ScottishPower has developed partnerships with organisations that share their values and common goal for a better future which includes Women's football in Scotland, WWF and Cancer Research UK.

To learn more, visit  
[scottishpower.co.uk/about-us](https://scottishpower.co.uk/about-us)

# WHAT'S THE PROBLEM WE WANT TO SOLVE

## USE ENERGY TO IMPROVE LIVES

Energy powers everyday life.

It keeps homes warm. It keeps the lights on. Connects people.

Supports work, learning and opportunities.

ScottishPower believes energy can do more than just power homes and businesses.

**It can help improve lives.**

Your challenge is to come up with an idea that shows how an energy company focused on sustainability, could make a real positive difference for a better future. Not through one-off charity donations or money back on your bills, but through something where people can feel the difference.

# BACKGROUND

On top of being well known for their green credentials and generating renewable electricity, ScottishPower also invest millions of pounds every year in local communities, supporting projects across the UK, from grassroots organisations to major infrastructure. However some of these efforts can be missed as they go under the radar or they are seen as corporate responsibility.

**This brief is to show people that ScottishPower are doing GOOD for the wider society.**

# CHALLENGE

\*We will leave it up to you to decide if your idea uses actual utility energy or it evokes the feeling of energy

Unsurprisingly, people are sceptical of brands that claim to “do good” or more discerningly are trying to be “seen to do good”. Remember Pride rainbow-sandwich gate?

Instead, they want proof, not promises. So, with that in mind, ScottishPower needs to show clearly and convincingly how an energy company can create a real impact for people and communities.

## **How do we do that?**

Well, research shows that people are more likely to support brands that:

- Act in areas connected to what they actually do
- Show a long-term commitment, not just short-term visibility
- Deliver action, not just words

When there is a clear link between a company’s expertise and the cause it supports, trust increases. When there isn’t, scepticism grows.

An example of a brand who has done this well are Heineken with their shutter ads, they redirected their OOH media budget towards bars who had their shutters down due to COVID and may have had to shut down their business otherwise.

## **So, the challenge?**

ScottishPower wants to stand out for doing something impactful - specifically for using their energy\* for good - what should they do?

# OPPORTUNITY

ScottishPower is involved throughout the whole energy system. From generating renewable power, to helping electricity be delivered across the country, and supplying it to our homes. But it's not all they do: they have partnerships that help energise people such as Cancer Research fundraising, supporting Women's and Girl's Football in Scotland, WWF, ScottishPower Foundation and helping communities through funding.

With their expertise and resources, they have a genuine ability to help improve how people live their lives. This creates an opportunity to turn energy into something people can see and feel the benefits of.

**Your task is to imagine how that could work.**

# WHAT'S THE PROBLEM WE WANT TO SOLVE

This is where the fun starts, you have the opportunity to choose a real issue where energy could play a meaningful role.

## **This could relate to:**

- Communities
- Environment
- Education
- Health
- Safety
- Access|
- Opportunity
- Inclusion
- Or something else you care about

**There is no “correct” answer. What matters is how clearly and convincingly you connect your chosen issue to ScottishPower. But remember your idea is for a sustainable energy company.**

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

**CREATE AN IDEA THAT SHOWS  
HOW SCOTTISHPOWER COULD:  
USE ENERGY TO IMPROVE LIVES.**

# WHO IS THIS FOR?

## **Who is your idea for?**

Your idea should feel relevant to real people.

Based on your cause, there will be a specific group of people that your idea is improving the lives of. It could be as vast as a local community, to as specific as a vulnerable demographic.

## **What matters is that you are clear about who this idea is specifically for, and why?**

What do they think right now and what do we want them to think? Right now, as a whole, the general public are sceptical of when big corporations talk about good and the future, or are unsure how it impacts their everyday lives.

# WHAT YOUR CREATIVE IDEA SHOULD INCLUDE

The world is your oyster. You can go as big or as targeted as you like - it's up to you to choose which formats show off your idea best. It can be a film, a billboard on the side of the road, a song, an event, a product/ service, a partnership, an installation, anything in-between, or all of those things. As long as your creative idea shines through, there are no restrictions.

**We're excited to see how you use energy to make a difference.**

**BE CREATIVE.**  
**BE THOUGHTFUL.**  
**BE HONEST.**

# YOUR SUBMISSION



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# YOUR SUBMISSION

Please submit your idea within an A4 two-page PDF along with a 100-word explanation to accompany your entry. You can include links to videos, additional files or animations to support your work.

# HOW WILL YOUR WORK BE JUDGED?

## **CREATIVE IDEA:**

Is it original and meaningful?

## **LIKELY IMPACT:**

Would it improve people's lives?

## **BRAND FIT AND CREDIBILITY:**

Demonstrates a clear, sustainable and convincing link between the idea and ScottishPower?

## **RELEVANCE:**

Shows insight into your target audience and 'good cause'.

## **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:**

**6TH MARCH 2026 AND CLOSE 24TH APRIL 2026.**

Shortlisted entrants will be announced w/c 11th May

Those shortlisted will be invited to present their work w/c 25th May

Winner will be announced at the Marketing Star Awards 18th 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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