

# Hearts & Science x Young Lions

## MEDIA CAMPAIGN BRIEF

### RULES

The competition is open to two-person teams, which must produce a creative solution to a given task by 24.2., MN. An expert jury will evaluate the idea and insight (based on data) connected to business results and KPIs. The winning team will be entered into the Young Lions (CR) competition (media category), fully funded by Hearts & Science.

### TASK

Create a media campaign to promote VAKOVAKO that stands out, is cost-effective and engages the target audience.



**Timing**  
May - June 2024



**Target Group**  
18-45 y., big cities



**Budget:**  
660 000 CZK

### PROCESS

#### Think about your creative/insight

1

Think about what message will be communicated and how creative approaches will be used to reach the target group.

#### Choose a platform and channels

2

Consider which platform and channels are best suited to reach your target audience and allocate your campaign budget accordingly.

#### Prepare a one-pager (A3, pdf) and a short report (A4, docx)

3

Prepare written summaries (in English) of the creative idea, strategy and execution. Identify your goals, analyze the audience, summarize the media strategies and provide recommendations.

#### Prepare your team bio

4

Tell us about yourself! Make sure to include key facts about each person and the team as a whole. Include your name, age, school and what you enjoy about marketing.

### KPI



**5K**  
app downloads



**1M**  
campaign reach

### ABOUT YOUNG LIONS

Young Lions is a unique opportunity for young marketing professionals eager to demonstrate their skills in the industry. Winners get the opportunity to represent at the Cannes Lions festival (media category).

### PRODUCT

In a world where every action matters, VAKOVAKO | Giving has never been easier simplifies and enhances your charitable efforts. The app streamlines donations to nonprofits dedicated to protecting nature and humanity. Experience the ease of supporting the cause, making a lasting impact on a global scale.