



## EUROBEST 2016: Scholarship Brief

### Strategy & Copywriting

**Client:** Love and Lobby / The Embassies Festival

**Design the most efficient strategy to represent contemporary Romania at Cannes Lions 2017.** You choose the strategic directions. Ideally, they should complement the ones developed so far: Young Lions, Romanian Designers, Creative women, Romanian Jurors, smart parties.

**Where:** In Cannes, during Cannes Lions 2017

**Audience:**

MAIN: the influencers: Cannes Lions jurors / International press

SECONDARY: Cannes Lions delegates

**Budget:** 70.000 E

**Objective:** make Romania more likable, appealing, visible and relevant on the worldwide creative stage.

**DELIVERABLES:** a campaign strategy, containing:

The problem: 100 words / The solution: 150 words / The strategy: 300 Words / Relevant steps to implement: 150 words / Major achievements of the project: 100 words. The document can include supporting visuals.

Organise a dedicated, public Facebook album with your strategy and potential imagery, named TheAlternativeSchool. Send the link at win@thealternativeschool.com, in an email entitled Scholarship Brief, **before 05.10, 11am.**

**History & Other useful info:**

Love and Lobby is a private diplomacy platform that promotes creative Romania via its best people, to a foreign audience. Love and Lobby, alongside Cannes Lions Romania, developed and publicized successfully throughout the past 12 years the following attributes about Romania:

- \*Competitive Young Lions deserving the best exposure
- \*Fresh creativity with a national touch
- \*Elite creative education for both junior-seniors and seniors (via The Alternative School)
- \*The best of the Eastern Europe's creative industries
- \*Remarkable young designers with a contemporary twist on national clichés
- \*Talented women (via Ladies First, launched in 2016)

**USEFUL LINKS:**

FB: The Alternative School for Creative Thinking // CannesLions Romania  
[www.festivalulambasadelor.ro](http://www.festivalulambasadelor.ro)  
[www.asociatiaescu.ro](http://www.asociatiaescu.ro)  
[www.facebook.com/embassiesfestival](http://www.facebook.com/embassiesfestival)

**THE EMBASSIES FESTIVAL**, for the last 2 years, catalyzed the diplomatic crowd of Bucharest in a special event to celebrate culture, diversity and diplomacy. The Embassies Festival, alongside Love and Lobby, aim to go further in their endeavor of promoting contemporary Romanian values the world should know about, while fighting the clichés.





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## GENERAL INFO for the EUROBEST SEMESTER 2016

**WHEN** – October 2016

**WHERE** – Bucharest, Brasov, Cluj

**FEE** – 50eur

### **The Scholarship Competition**

The Alternative School for Creative Thinking is offering 8 scholarships for the Eurobest Semester, to be awarded upon solving a competition brief. The top 8 students to solve the Scholarship brief with the highest marks will attend the Eurobest Semester for free.

The 8 winners of the Scholarship competition will receive full access to The Future of Creativity event (value of 120eur), taking place on October 11th, at Intercontinental Hotel, Bucharest. All those enrolled for the Eurobest Semester will have a 50% discount, should they wish to attend.

In order to give equal chances to both visually and non-visually literate people, there will be 2 briefs to choose from: one with focus on strategy and copywriting and the other with focus on graphic design and visual languages.

\* the Scholarship competition is individual

### **The Eurobest Semester's general competition**

3 designated winners - those that rank the highest throughout the semester in each of the cities where the trainings will take place (Bucharest, Brasov, Cluj) will attend Eurobest, The Festival of European Creativity, to be held in Rome between 30th of November and the 2nd of December.

The Alternative School for Creative Thinking and its partners will cover THE DELEGATE PASSES as well as TRANSPORTATION & ACCOMMODATION for the 3 individual winners.

Upon their return from Eurobest, the winners will be expected to hold presentations about their experience and learnings at the festival, in public events hosted by Cannes Lions Romania.

The top 4 ranking students of the Eurobest semester will automatically receive a scholarship for the Cannes Semester (value of 250eur).

\* the Eurobest semester's competition and winners are also individual

**NOTE: all solutions generated for / in The Alternative School's competitions and courses become the property of the School and may be further developed or implemented by itself or its partners**





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## TIMELINE

**17.08 – 05.10** The Scholarship Competition  
**06.10** The Scholarship Competition winners announced

### BUCHAREST

**8.10** Intensive training [11:00 – 14:00]

**11.10** **The Future of Creativity**, Intercontinental Hotel

\* full day of seminars, trainings, workshops and experience shared from the best in their field (3 recent Cannes Lions jurors, 1 WGSN representative // workshops by Mobiento and WGSN)

### BRASOV, Transilvania University

**13.10** Intensive training

\* in partnership with Transilvania University / Alt Brasov / PRIME Brasov

### CLUJ

**14.10** Intensive training

\* in partnership with universities, local companies, marketing and communication associations

**20.10** **Winners announced**

**29.11 – 2.12** **EUROBEST** in Rome, Italy // [www.eurobest.com](http://www.eurobest.com)

NOTE: all students enrolled in the Eurobest Semester can attend all intensive trainings, from Bucharest, Brasov and Cluj.

## TRAINERS

Teodora Migdalovici, Founder, The Alternative School for Creative Thinking

Alexandra Bombita, Copywriter at Leo Burnett, former Young Lions Design competitor

Alex Haidamac, Young Lions Design Gold Winner

Mario Gazebo, Art Director, part of the Gold Lion winning team in Lions Entertainment 2016

\* the trainers are also the jury members which will determine the winners

\* IMPORTANT: more trainers / jurors may join in the process

