



The Loeries Facebook/Instagram Challenge 2020

The Brief:

The 2020 challenge is to create a mobile first Instagram campaign that combats underage drinking in association with Aware.org – the Association for Alcohol Awareness and Responsibility.

The Background:

Underage drinking has been called ‘the silent crisis’ in South Africa.

It affects children as young as 4 years old and doesn’t discriminate between race or social status.

Most don’t realise the extent or implications of underage drinking. In fact, many parents, adults and caregivers inadvertently encourage it through practices like sending kids to buy alcohol or sending kids to fetch it from the fridge or liquor cabinet. Alcohol has become normalized, or even glamorized, in society which has left our children vulnerable.

Facts and Insights:

Insight: Parents normalise attitudes to and usage of alcohol. Kids mimic, adopt, and are influenced by this, yet many parents are not aware of their role in encouraging and enabling underage drinking.

Statistic: The link between underage drinking and other risky behaviour is very real. Alcohol use among youths is strongly correlated with violence, risky sexual behaviour, poor school performance, suicide, and other harmful behaviours ([Hingson and Kenkel, 2004](#)).

Statistic: 44 percent of sexually active teenagers report that they are more likely to have intercourse if they have been drinking, leading to higher risks of sexually transmitted diseases, unplanned pregnancy, even cases of sexual assault. <https://www.ncbi.nlm.nih.gov/books/NBK37591/>
(Please note this is US research. No substantive SA research exists but these are indicators from other markets.)

Statistic: Underage drinking can cause alterations and degradations in the structure and function of the developing brains of teens, which continues to mature into the mid-to-late twenties, and may have consequences reaching far beyond adolescence. <http://www.camy.org/resources/fact-sheets/consequences-of-underage-drinking-surgeon-general/>

Further reading: <https://www.ncbi.nlm.nih.gov/books/NBK37591/>

Please also visit www.aware.org.za or www.myfirstdrinkstory.co.za for more insights into this growing crisis and familiarise yourselves with the current AWARE.ORG TV and Radio ads here: <https://wettransfer.com/downloads/0e159dd2402104896b350fae8d98d02f20191211095918/ea016157963f499b83d7b1ac84a7555320191211095919/63256b>

The 2020 Challenge:

Help create awareness about the dangers of underage drinking and promote behavior change.

Challengers can choose to target:

- 1) Young adults, aged 16 and older. Educate/ build awareness/promote behavior change around the dangers of drinking underage.
- 2) Society at large. This includes parents, older siblings and caregivers who directly and indirectly encourage children to drink.

How it works:

- Your creative must be designed to run on Instagram Stories.
- All student work, created and submitted to a registered educational institution from the Eligible Region, may be entered. Unless permission is granted by the Loeries in writing, student work should be submitted by the School/ College/ University, rather than directly by the individual student.
- You can work alone or in teams (max 3 students) to create your campaign.
- The entry fee for the Instagram Challenge is sponsored by Facebook – and there is no cost to you.
- The winning work, as judged by the Loeries judges, will be awarded on stage during Loeries Creative Week in 2020.
- The winning campaign will be produced professionally with Facebook/Instagram's guidance, together with you, and run on Instagram to millions of people, courtesy of Facebook.
- There will be regular creative check-ins with Facebook's Creative Shop – please see loeries.com for details.
- The winners will win an all-expenses paid trip to Loeries Creative Week 2020 to attend the Loeries Award ceremony and receive their award.
- **The entry deadline is MONDAY 11 MAY 2020.**

Entry Requirements:

- Create 1-3 mobile-friendly Instagram Story Ads with Swipe Up call-to-actions. You may also create Stories Ad Carousels (3 x 15" 9x16 videos in a row that you can tap between).
- Each ad must be framed vertically at 9x16, run no longer than 15 secs each.
- You must also submit a short description of your idea, insights and how you solved the problem creatively in your entry board.
- Ad specs guide:
- <https://www.facebook.com/business/ads-guide/video/instagram-story/reach>
- <https://www.facebook.com/business/ads-guide/carousel/instagram-story/reach>
- All entries must be submitted via loeries.com where full entry instructions can be found.

Mandatory:

- JPEGs and/or
- Overview Video
- Instagram Video

Contact:

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