

KYOORIUS YOUNG BLOOD AWARDS: CELEBRATE THE COLLISION OF IDEAS

Café Cuba



BACKGROUND

Parle Agro is a beverage and snack major, which has birthed and grown many iconic Indian brands. Part of Parle Agro's success lies in its bold approach of introducing fresh ideas to the market, rather than going for the safe and the tested.

Café Cuba is a brand launched in the carbonated soft drink space, and true to its pedigree, it comes with new news.

CHALLENGE

Café Cuba offers a fresh taste, one that brings together coffee and fizz. The brand has already managed to create a loyal following amongst those who have tried it. The task is – how do we get more people to give it a try?

One problem that 'new' often faces, is that it is seen from the lens of the old. So coffee purists slot Café Cuba with coffee and cola people make it sit next to a cola. Which is unfair to Café Cuba, because it is neither and it is both.

It is, as they say, a category of its own.

So the question is - how do we make more people try it for what it is, a new taste that brings two of the most interesting ideas in the world – coffee and cola, together? How can we create a different context for Café Cuba, different from the coffee and cola culture?

AUDIENCE

Café Cuba is not aimed at the purists or people who are closed to new ideas. It is aimed at an audience who seek new, interesting things. This would mean a lot of younger audience, but it can also include others, who have a similar mindset.

This audience does not have a rigid definition of things, and are quite comfortable with the idea of 'mixing'. In fact, they patronize hybrids, relish transforming the existing into something new and exciting. Mashups, alcopops, etc. are all phenomena that point to this culture.

CONSIDERATIONS

Celebrate the magic that happens when great ideas collide.

At the core of Café Cuba is a belief – incredible things are born when good ideas are mixed together. Bring alive this belief. Demonstrate the power of mixing ideas. And put Café Cuba at the center of it all.

DELIVERABLES

A campaign/application made for the digital medium, which establishes the idea single-mindedly. Any platform can be explored, as long as it leverages the medium.

It should be engaging enough to travel on its own.

The idea – 'The magic that happens when great ideas collide', is the focus and not the brand, but the connect with the brand should be intuitively and simply established. Café Cuba should be seen as championing the thought.

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REFERENCES

- Download the Café Cuba and Parle Agro logos in vector EPS

SUBMITTING YOUR ENTRY

- Post 1-6 A2 presentation boards or
- Upload a presentation film (max. 3 mins) as an MPEG or a MOV

Please review the submission guide for more information on formats, supporting materials, etc. before submitting your entry.

IMPORTANT DATES

Entry collection opens **15 February 2016**

Entry deadline **10 April 2016**

Jury session **May 2016**

Awards ceremony **3 June 2016**

KYOORIUS YOUNG BLOOD AWARDS: TERMS & CONDITIONS

This contest is organised by Kyoorius Communications Pvt. Ltd. Having its Offices at 2nd Floor, Kohinoor Estate, 165 Tulsi Pipe Road, Lower Parel, Mumbai 400013 hereinafter referred to as "Kyoorius".

Eligibility Criteria

Young working professionals or full-time design students aged 26 and below i.e. born after 3 June 1990 can enter the Kyoorius Young Blood Awards.

1. **Entering the Contest**
 - 1.1 Entry is open to individuals working alone or in groups of up to 4 persons working as a team.
 - 1.2 All members of a team must fit the eligibility criteria outlined above. If you enter as a team, the winning entitlements will be handed to the primary entrant.
 - 1.3 Entrants should register on the Kyoorius Young Blood Awards site, download a brief, generate a response to that brief and submit their work digitally in accordance with the deliverables as laid out in their chosen brief and in accordance with the Submission Guide.
 - 1.4 Entrants can download and respond to as many briefs as they wish; they may also submit more than one response per brief. Each Response is considered a separate entry.
 - 1.5 All Responses must be the original work of the entrants. Entrants who incorporate any images, writing, music, or other creative material belonging to someone else must obtain the other party's permission. Entrants may be asked to evidence their ownership of the response and should keep dated records of all working materials.
 - 1.6 All Entries must be submitted via our Online entry system. Physical work where relevant, may be submitted as supporting material only. Kyoorius accepts no responsibility for lost or undelivered entry material. Proof of postage does not guarantee that work has been received by Kyoorius.
 - 1.7 In order to assist Kyoorius in promoting the winning work after judging, all entrants are asked to provide or confirm credits for each entry. These must include:
 - a. Full names of entrant(s), including all team members
 - b. All contact details of entrant(s) – mobile, postal & email address
 - c. Full names of tutor(s) (as applicable)
 - d. All contact details of tutor(s) if applicable – mobile, postal & email address
 - e. The name & address of the college, university or company
 - 1.8 Contact details of winning & nominated entrants will be passed to sponsors, in order to help promote the winning work.
2. **Sponsors' Logos and Names**
 - 2.1 Sponsors may submit their own branding or that of the sponsors' clients for the purpose of inviting responses. The logos issued to the entrant may not be used for any commercial or republication purposes.
 - 2.2 All sponsors operate strict controls on the use of their names, trademarks and logos. Any misuse of sponsors brands by an entrant will lead to the disqualification of all that entrant's responses and may expose the entrant to legal liability and subsequent legal claims.
 - 2.3 By submitting a response, entrants agree to use the sponsor branding only in accordance with these terms and conditions, and any prevailing sponsors' terms and conditions.
 - 2.4 The sponsors permit entrants to use the submitted branding for the sole purpose of responding to the brief sponsored by that sponsor.
 - 2.5 Entrants may:
 - a. Only use sponsor branding on Responses submitted to the Kyoorius Young Blood Awards 2016.
 - b. Include a submitted Response in their personal portfolio after the winners have been announced, in exactly the same format as that submitted to the Kyoorius Young Blood Awards 2016.
 - 2.6 Entrants must not:
 - a. Use sponsor branding on any other material or for any other purpose;
 - b. Upload their submitted Response to any Online location before the Nominations have been announced, whether as part of an open or access-restricted site, unless all sponsor branding is first removed from the uploaded version of the response;
 - c. Denigrate sponsors or sponsor branding, subject sponsor branding to derogatory treatment or otherwise bring the sponsor and /or its brands into disrepute;
 - d. Do anything to suggest that the entrant is endorsed, associated or otherwise affiliated with the sponsor;
 - e. Provide or make available sponsor branding to any third party for any purpose whatsoever.
 - 2.7 For the avoidance of doubt, the sponsors for the Kyoorius Young Blood Awards 2016 are as listed on the briefs page on awards.kyoorius.com/2016/youngblood/
 - 2.8 For the avoidance of doubt, the sponsor clients for the Kyoorius Young Blood Awards 2016 are as detailed on the individual briefs
 - 2.9 Entrants who submit a Response that contains any trademark or logo, or other branding other than those specifically submitted by the sponsors, may be asked to re-submit their work without such branding trademark or logo, or other branding other than those specifically submitted by the sponsors, may be asked to re-submit their work without such branding.

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3. Ownership of Your Work

- 3.1 Entrants retain ownership of their responses submitted into the contest, but where such work incorporates sponsor branding entrants may only use the work for personal references and promotion as part of a portfolio.
- 3.2 By submitting a response, entrants grant Kyoorius and the relevant sponsor an exclusive license for the duration of copyright protection to reproduce or distribute a reproduction of their entry in all media in order to promote, or act as a historical record of, the Kyoorius Young Blood Awards or a sponsor's involvement with the Kyoorius Young Blood Awards; or as part of any Kyoorius publication (whether online or offline).
- 3.3 Entrants agree that, should a sponsor wish to develop or use a response for commercial purposes, the entrant will enter into negotiations with that sponsor to agree terms for such development or usage before negotiating with any other party in relation to the response.
- 3.4 No additional agreement will be needed for the winning entry. The sponsor of the brief can use the winning entry for commercial purposes.

4. Judging the Contest

- 4.1 Kyoorius & D&AD will appoint a jury that shall be composed of judges who, in Kyoorius' sole discretion, have the appropriate qualifications to judge the work. Responses will be considered in accordance with the awards selection criteria. These are:
 - a. An excellent creative idea
 - b. Great craft or execution
 - c. Answers the brief
- 4.2 Each jury will award a select number of the responses whom the jury considers, in its sole discretion, to be the best responses.
- 4.3 The jury is not limited in the number of Responses it can award, and similarly there is no guarantee that a jury will grant an award in each brief, if they do not feel that work is of the standard required.
- 4.4 The jury has the right to edit pieces submitted as part of a response and to ask for only certain parts of the response to be displayed or promoted.
- 4.5 General feedback will be gathered from the jury, and may be made available to view on the Kyoorius Young Blood Awards website when the nominations are announced. Individual feedback will not be available.
- 4.6 If Kyoorius is made aware of any concerns that a response does not constitute the original work of the entrant, Kyoorius will contact the entrant and ask for evidence that proves the entrant's assertion to be the creator of the work.
- 4.7 Kyoorius will also contact credited tutors for further information if applicable. Kyoorius will consider the evidence gathered and decide whether to allow the response to remain within the contest or to remove it. Kyoorius' decision is in its sole discretion and is final.

5. Prizes

- 5.1 The prizes to be awarded to the winning entry are:
 - a. One Red Elephant Trophy
 - b. Cash prize of INR 50,000/-. In case more than one winning entry in response to any brief a cash prize of INR 25,000/- will be awarded to each winning entry.
 - c. One student pass for Kyoorius Designyatra 2016
 - d. Entry details in the Kyoorius Awards Annual
 - e. Right to use the relevant Red Elephant Mark
- 5.2 The prize awarded to the nominated entries is:
 - a. Entry details in the Kyoorius Awards Annual

6. General Points

- 6.1 Kyoorius reserves the right to make changes to these Terms and Conditions, if necessary, from time to time.
- 6.2 The Terms and Conditions are subject to Indian law and any dispute that is not resolved by consultation between the parties shall be referred to the courts of India.

For enquiries relating to the Kyoorius Young Blood Awards, email awards@kyoorius.com