

# KYOORIUS YOUNG BLOOD AWARDS: HELPING PARENTS KNOW GOOD FOOD

Nestlé | FITCH



## FITCH

---

### BACKGROUND

---

Nestlé's purpose is enhancing quality of life and contributing to a healthier future. We want to help shape a better and healthier world. We also want to inspire people to live healthier lives. This is how we contribute to society while ensuring the long-term success of our company. To bring alive our purpose and drive the equity of Nestlé as a leading nutrition, health and wellness company we are working towards a designing a corporate campaign.

We believe that when parents are armed with nutrition knowledge, they model good food behavior and improve the nutrition reality for their families. Hence, we want to enable parents to make good food choices by making nutrition knowledge accessible and uncomplicated. To begin with, we will deliver customized meal plans to parents for children from birth to 12yrs as a service. Meal plans will be customized by cuisine (north, south, east, west, All India), age wise nutrition needs, veg/non veg and allergies.

This knowledge will be delivered via a voice enabled virtual nutrition expert called NINA (Nestlé India Nutrition Assistant), embedded on our website, "asknestle.in" and accessible via Google Assistant App on phones.

Note: To access the service, download Google Assistant on your mobile, open the app, press the mic button and speak "Ask Nestlé". Nestlé NINA will then start speaking to you and will help you with nutrition basics and will generate customized meal plans for your child from birth to 12yrs.

---

### CHALLENGE

---

We will promote the free meal plan service of "Ask Nestlé" in print and social media, by targeting parents who are searching for key words related to food, nutrition, fussy eating, etc.

What is the compelling creative we use to promote the service, so that each and every parent who sees the creative, seeks the service?

There are 50cr mobile phones that have Google Assistant pre-loaded, but only 3 lakh daily users of Google Assistant. How do we get parents to start accessing the Ask Nestlé service on their already installed Google Assistant Apps?

Sometimes technology can fail us at the most inopportune moments. How do we make sure moms are able to navigate the service via voice?

How do we communicate simple step by step instructions in print and social media on how to access the service in an interesting and memorable way?

---

### AUDIENCE

---

Moms and dads of children up to 12yrs old living in top 53 cities of India.

Moms and dads know that good nutrition at an early age is the foundation of healthy growth and development. They spend a large part of their day concerned whether their child is eating right. Inculcating the right food habits, making sure the child does not leave food in the plate and ensuring the best nutritious meal every day is key to these parents. They have a 24-hr clock ticking in their head and everyday is a battle to get the foods from the nutrition list into the child's tummy. Each morning the next day, the battle begins again.

These parents are knowledge hungry and are looking for nutrition information on Google, Facebook, friends/family, Whatsapp and parenting platforms, but each comes up short. They are looking for simple, easy practical tips and tricks from experts.

KYOORIUS YOUNG BLOOD AWARDS:  
**HELPING PARENTS  
 KNOW GOOD FOOD**  
 Nestlé | FITCH



**FITCH**

---

**CONSIDERATIONS**

---

Brand attribution of the service should go to Nestlé and not Google.

"Ask Nestlé" is the brand name, critical to seed this.

The service focuses on humanizing nutrition knowledge, delivering expert advice with empathy and giving practical tips and tricks. Content makes a genuine effort to teach nutrition basics so parents become self sufficient w.r.t. making the right nutrition choices.

Service is offering personalised meal plans, with functionality of food item replacement, explanation of nutrition value of each food item.

---

**DELIVERABLES**

---

An unmissable, clutter breaking big idea to catapult awareness and word of mouth about this service.

Print and digital creatives to get traffic into the service. Followed by a step-by-step creative to simplify the technology for digital communication.

---

**SUBMITTING YOUR ENTRY**

---

- **Post 1-6 A2 Presentation Boards, or**
- **Upload a PDF**

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

---

**IMPORTANT DATES**

---

Entry collection opens	<b>30 August 2018</b>
Entry deadline	<b>19 September 2018 (Online)</b> <b>20 September 2018 (Physical)</b>
Jury session	<b>21 September 2018</b>
Awards ceremony	<b>30 September 2018</b>

# 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 28 and below i.e. born after 10 September 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 meet 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 2018.
  - 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 2018.
- 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 2018 are as listed on the briefs page on [awards.kyoorius.com/2018/youngblood/](http://awards.kyoorius.com/2018/youngblood/)
- 2.8 For the avoidance of doubt, the sponsor clients for the Kyoorius Young Blood Awards 2018 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.

# KYOORIUS YOUNG BLOOD AWARDS: TERMS & CONDITIONS

## 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 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 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. A gorgeous Red Elephant which you pick up at the Kyoorius Awards Night.
  - b. A paid trip to "London Design Festival" (Only one person of the group will be sponsored)
  - c. All Shortlisted entries will be sent to the Agency Heads
  - d. 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 [queries@kyoorius.com](mailto:queries@kyoorius.com)**