

MBC YOUTH AWARD

COMMUNICATION BRIEF

DUBAI LYNX 2019

MBC GROUP has always believed that our region needs its youth to progress. We advocate the empowerment and inclusion of Youth in words and deeds.

This first edition of the MBC YOUTH AWARD (MYA) aims to set the creative bar high enough in a bid to defy the norm in what the youth of today ‘can be’ versus what they ‘should be’ in the future. In this endeavour, MBC GROUP is committing to a long-term youth-centric and Student-oriented empowerment strategy, to foster creativity, and to promote the discovery, nurturing and adoption of fresh talent!

The following communication brief outlines the first ever MYA creative challenge.

THE BRIEF

WHAT IS IT ABOUT?

For the first time in decades, the world is witnessing the birth of a new kind of sports. e-Sports has taken the global community by storm. It speaks to a whole new generation of Youth, millennials and Gen Z.

Media and brands are embracing e-Sports, because it is a multi-billion dollars industry, enjoys global viewership, and appeals to a young generation that is very hard to reach on traditional platforms.



Here are some facts about the leading e-Sports games:

	MONTHLY ACTIVE USERS	ANNUAL PRIZE POOL	HOURS WATCHED/MONTH
TIER 1	8M+	USD 5M+	20M+
TIER 2	1.5M+	USD 1M+	2M+
TIER 3	500K+	USD 100K+	200K+

e-Sports is an eclectic ecosystem consisting of:

- ✓ Game publishers such as RIOT Games, BLIZZARD, VALVE and Microsoft Studios
- ✓ Teams such as Ninjas in Pyjamas, and FNATIC
- ✓ Brands and Advertisers such as Intel, Red Bull, Gillette and global Telecom Operators
- ✓ Distributors such as TWITCH, YouTube, Facebook, Sliver, etc.
- ✓ Leagues and Mega Events Production companies such as ESL Gaming, Riot Games, Valve, Starladder, MLG, Beyond the Summit and a few others
- ✓ Fans and the audience – 292 Million viewers globally, out of which 148 million are e-Sports enthusiasts

Some References:

1- www.eslgaming.com

2- <http://esports-marketing-blog.com/testimonials-esports-pro-players-lol-dota2-csgo/>

3- <https://esportsobserver.com/orlando-john-signs-notable-names-esports-including-ninjas-pyjamas/>

4- There are about 8 million gamers in the Middle East <https://venturebeat.com/2018/04/21/the-middle-east-is-fertile-ground-for-esports/>

What Is the Task?

MBC has ushered in a new world of TV back in 1991, when it first launched. Ever since, MBC has always been keen on growing while innovating to meet the demands of its audience.

MBC knows that e-Sports has its growing community in the MENA. Hence why it is entering the world of e-Sports with blazing guns. Whilst we have our eyes on our own MENA league, we would like you to create and brand a team, and launch the new team with a creative campaign.

BRAND PERSONALITY:

- e-Sports Friendly / Geeky
- Positively Challenging
- Smart / Tech Savvy / Witty
- Entertaining
- Youthful
- Sociable

WHOM ARE WE ADDRESSING?

The primary audience that we want to address with this communication initiative are gamers. There are either:

- ✓ Amateur gamers
- ✓ Professional yet undiscovered
- ✓ 18 – 35 years of age
- ✓ Trendy and educated with an average + income

The secondary audience are Viewers. They are either:

- ✓ e-Sports Enthusiasts and follow their hero teams closely on Social Media and at e-Sports Events
- ✓ e-Sports occasional viewers
- ✓ 18 – 35 years of age
- ✓ Trendy and educated with an average + income

THE BRIEF'S OBJECTIVE:

- To create a new brand for an e-Sports team that is suitable to compete in the e-Sports Arena, regionally and globally against international teams;
- To launch the new team with an integrated creative campaign in a run up to competing in the **ESL ONE E Sports Championship**.

WHAT ARE THE DELIVERABLES?

Entries must include the following in 2 x presentation boards, as noted below:

1. **PRESENTATION BOARD ONE – CREATING THE BRAND IDENTITY**
 - Imagery of the e-Sports Team Name, a Logo & Tagline

- Design a minimum of two merchandizing items such as Jerseys/mugs
 - Maximum of 150 words describing the idea and strategy behind the new brand
- 2. PRESENTATION BOARD TWO – INTEGRATED CAMPAIGN LAUNCH**
- Launch the new team with an integrated campaign that includes a minimum of two types of media platforms (e.g. posters, billboards, offline/online activations, viral videos);
 - A maximum of 150 words describing the campaign, what the concept is and what it stands for;
 - A maximum of 150 words describing how the campaign will be launched, executed and the appropriate channels used.

FORMAT:

- **MANDATORY:** 2 x presentation boards to be submitted (A2 size 420mmx594mm);
- **OPTIONAL:** Supporting Material;
- JPG, 300dpi, RGB;
- The Name of the team can be English or Arabic with an international resonance;
- The creative should mainly use English copy. Arabic and French adaptations are also welcome.

A FEW TIPS

- You may use any colours you deem suitable;
- Include hashtags where applicable;
- Finally, yet importantly... Research, Read, Analyse, Recommend.

Good Luck!