



## «MeetUp in Cannes» Competition:

CANNES LIONS ROMANIA celebrates 10 years of Romanian creativity on the world stage

- CATEGORY:** CYBER  
initiated by Cannes Lions Romania, recommended by SeniorHyper
- ADDRESSED TO:** cyber, developers, web designers, designers
- PRIZES:** Scholarships at the Creative MBA The Alternative School for Creative Thinking ([www.thealternativeschool.com](http://www.thealternativeschool.com)), valued at 2500E, with the chance of qualifying to an unique study and networking experience for a week, at Cannes Lions 2015 – [www.canneslions.com](http://www.canneslions.com).
- DEADLINE:** 24th of February
- CLIENT:** Cannes Lions Romania / The Alternative School
- PARTICIPANTS:** Individually or within teams of 2 / age limit: 28 y/o
- JURY:** TEO MIGDALOVICI, OLGDA SANDA, VASILE ALBOIU, RAZVAN GHILENCEA, BIANCA DUMITRASCU

## Context

In 2015 we are celebrating 10 years of Cannes Lions Romania ambassadorship and 10 years since the launch of the Creative MBA, The Alternative School.

Throughout the 10 years of local representation, Cannes Lions Romania has mobilised the creative energy of the industry, motivated and encouraged it to shine on the world stage, both in competitions and juries, at senior and junior level. The first Romanian submissions to the festival, the first hundred delegates, the youngest delegates of the planet, the first Romanian jurors, two consecutive Gold medals in 2013 (Design) and 2014(Cyber) won by the Romanian Young Lions teams educated at The Alternative School – those are just a few of the results of a consequent lobby and coaching strategy applied on the industry scale.

## Content

We wish to add to our Cannes successes list and make Romania memorable for all the festival goes through a new service. Cannes Lions exceeds 12000 delegates annually. This is a huge advantage for networking, but also becomes a burden. How can you know who is around you and how to approach particular people? Cannes Connect is the mobile app that the organisers provide to fulfill these needs. But it has a lot of limitations and it does not succeed in transcending the barriers such a global and professional event imposes without wanting to.

## What needs to be done?

We wish to create a new app that connects people in every way: from business meetings, collaborations, hiring, friendships and even romantic relationships. It has to be an instrument that facilitates crossing barriers, albeit languages or shyness.



## Values

international performance, cosmopolitan, fresh thinking, global friendship

## Tone of voice

adaptable to any situation, from business to casual to personal; funny, easy-going, friendly, easy to understand, smart, agreeable, easy to integrate in a mobile app

## Deliverables

1. 200-250 words to explain how the users interact with this platform, what have they got to gain, how Cannes Lions Romania and The Alternative School can promote themselves through this app
2. screens / mock-ups of how the app would look / be named and its degree of usability in more than one instance

\*deliver the graphic materials in .pdf editable format and .jpg @300dpi to WIN@CANNESLIONS.RO

## Audience

the communication industry players, agency people, clients, designers, marketing and brand management people, – anyone that takes part in an international festival of creativity, from students / juniors to “big shots”.

## Additional Info

- the app is a communication and dialog pretext amongst participants (a Cannes Tinder that covers all networking aspects, from casual talk and flirt, to career opportunities)
- tool / inspiration for networking
- facillitator for head-hunters & job-hunters
- facillitator for people to meet & greet, approach each-other, interact with like-minded people from other industries / cultures
- ideally, it becomes a key instrument of navigating the festival during its interval, but also a keep-in-touch tool post-event

## Mandatory

- \* simulate 2 mobile html pages to simulate the interactivity
- \* extra points for implementing one functionality of the app
- \* communication language: English
- \* design & usability: defined by simplicity and the joy of usage
- \* visually appealing, smart, minimal, memorable naming
- \* when interacting with the app, which is addictive, people encounter “a new world”: they smile / laugh, feel better, but don’t remain indifferent
- \* the experience of interacting with other people through the app, even more so in real life mediated by the app, at Cannes, is memorable and works on different levels.

