

## 2017 Young Globals open for entries with Calcium, Saatchi & Saatchi Wellness as sponsors

Calcium and Saatchi & Saatchi Wellness will join forces this year to support New York Festivals Global Awards Young Globals competition and internship program. Both agencies will partner as official corporate sponsors as well as mentors for the next generation of young creatives by providing internship opportunities to the 2017 competition's winning team.



Kathy Delaney, global chief creative officer, Publicis Health/Saatchi & Saatchi Wellness © [Global Awards Facebook](#)

The Young Globals, now in their 4th year of championing young creatives, is the only college/portfolio school competition for healthcare advertising that offers students an opportunity to submit their creative work based on a challenge brief provided by the sponsoring agencies. The competition provides students with a chance to take on a truly topical issue in an attempt to earn a prestigious Global Award, as well as the experience to test drive their career in healthcare advertising. Launched to identify and recognize emerging creative talent from around the world, Young Globals introduces students to the rewards of working in the healthcare and wellness advertising industry.

"The Global Award is one of the most relevant awards because, simply stated, we are a global industry. And the Young Globals are our future. It is where the next generation of talent gets to thrive and present itself. Of course, we're committed to that," said Steven Michaelson, founder/chief executive officer, Calcium.

### Supporting the next generation of creative thinkers

"What an honour to support the next generation of creative thinkers stepping up to the next level of creative excellence," said Kathy Delaney, global chief creative officer, Publicis Health/Saatchi & Saatchi Wellness.

The Young Globals competition is open to all college and university students, including portfolio centres, who are exploring advertising, marketing, art, design, creative writing, technology, or similar areas of creative focus.

To enter the Young Globals, students must create a speculative campaign based on a challenge brief provided by the sponsoring agencies. Students interested in exploring healthcare advertising as a career may enter either individually or as a two or three-person team.

“The Young Globals provides a program for young creatives to discover the world of healthcare and wellness advertising via a test drive in the real world of healthcare agencies. No other competition provides an internship experience of this magnitude,” said Fran Pollaro, executive director of the Global Awards. “We’re extremely grateful for Calcium and Saatchi & Saatchi Wellness for partnering with us this year and offering this wonderful opportunity.”

## **Creative challenge brief**

This year’s creative challenge brief for the (fictional) National Opioid Addiction Prevention Council and invites student entrants to develop a unique and compelling multi-channel experience (print, social media, digital, etc.) for their project Push Back on Opioid Abuse. The challenge is to raise awareness about opioid addiction and target the audience that feels personally immune to the possibility of becoming addicted to opioids, and underestimates how quickly an addiction to prescribed opioid medications can happen.

The Young Globals award winners will receive a Global Award, have their work showcased at the 2018 award ceremony, and be given the opportunity to experience a paid internship in the summer of 2018 (minimum of one month based on their availability), at the sponsoring healthcare advertising agencies.

All entries submitted to the Young Globals will be judged by the sponsoring agencies’ international award-winning healthcare advertising chief creatives and their team. The deadline to enter the is 31 January 2018 and the entry fee is \$40.00.

To find out more about the please visit: [Young Globals](#) and to enter, please click [here](#). For more information please visit the Global Awards [website](#).

For more, visit: <https://www.bizcommunity.com>