

# Cannes Chimera: Submit communications ideas to fight against extreme poverty

CANNES, FRANCE: The third Cannes Chimera global communications challenge, set to the brief 'Help Lead the Fight Against Extreme Poverty', will close for entries on 30 September.



This latest challenge set by Cannes Lions and the Bill & Melinda Gates Foundation, calls for new communications concepts that can incite the public to support an emerging international agenda to ensure that extreme poverty is virtually eliminated by 2030.

"It's a huge goal and it's 17 years away. So how do we make that goal relevant today? How do we bring it forward so people think about it, care about it, talk about it? How do we get people to get involved and want to see it get accomplished? We believe that by using the great power of creativity, some very inspirational communications ideas will emerge that will answer the brief and kick-start the momentum to eliminate extreme poverty by 2030." says Tom Scott, Director of Global Brand & Innovation at the Bill & Melinda Gates Foundation.

Innovative and world-changing ideas that answer to this brief can be submitted, by no later than 30 September, on just two pages. Up to 10 competition winners will be eligible for up to an initial US\$100,000 to work and perfect their idea and will be invited to the Bill & Melinda Gates Foundation campus in Seattle for a 2-day workshop during which they will be mentored by the Cannes Chimera, a 'super-agency' made up of Cannes Lions Grands Prix winners. Following the workshop, winners may apply for additional funding of up to US\$1m to implement their concept in partnership with the Bill & Melinda Gates Foundation and its global partners.

"Whilst anybody can submit an idea, we particularly call on people in the advertising and communications industry to take part, since they have the extraordinary ability to change human behaviour through great creative storytelling and can influence others to take action that will ultimately impact the world in future years," comments Philip Thomas, CEO of Lions Festivals.

## 'An opportunity to change lives'

The previous Cannes Chimera challenge "Aid is Working. Tell the World", which called for communications ideas in four specific submission categories - Mobile, Data, Young Audiences and The Progress of Development - to help change the global conversation about the impact of investments in foreign aid, is about to enter its second stage.

During the first week of October, the nine winners of this challenge will attend an intensive but inspirational two-day workshop. There they will join forces with the Cannes Chimera, winners of the 2012 Cannes Lions Grands Prix, to brainstorm and perfect their ideas before using their US\$100,000 funding to develop their concepts further, ahead of reapplying for a further US\$1m to put their idea into practice.

Nick Law, Global Chief Creative Officer of R/GA New York, a Chimera member for two consecutive years, adds, "Most days we use our talent to change minds; this is an opportunity to change lives".

For more information on the 2013 creative brief and background please visit [www.canneschimera.com](http://www.canneschimera.com). All entries must be submitted online through Canneslions.com by 30 September 2013.

## **About the Cannes Chimera Initiative**

This partnership inspires and activates the creative community to help solve the world's most urgent global health and development problems. Each year, the initiative challenges the world's creative talent to develop groundbreaking communications approaches that motivate global audiences to support change and take actions that address a unique development issue, through a competitive creative brief.

Winners of the competition are eligible to apply for an up to US\$1m grant from The Gates Foundation to execute their idea.

[Learn more about the Cannes Chimera here.](#)

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