



## Jukin Emerging Creative Award

### BACKGROUND:

Jukin is the world's foremost provider of user-generated video content to advertisers, publishers, and media & entertainment companies. With a library of over 95,000 videos, Jukin is responsible for placing tens of thousands of videos every year in global advertising campaigns, films and TV shows, publisher websites and social media channels.

Why is this important?

People, especially younger generations, crave authenticity. They are sick of filters and perfectionism and want to connect with real people – real people with all their flaws are more relatable, and more credible, than celebrities. They don't want to get sold to.

People find UGC 9.8x more impactful than influencer content.

UGC is 20% more influential than any other kind of media when it comes to millennials.

### CHALLENGE:

Harness the authenticity of UGC to create a cause marketing campaign of your choice.

We know younger generations are some of the most passionate social justice warriors when it comes to activism, whether it's in the name of gun reform, social justice, pet adoption, reproduction rights or climate change.

In fact, winning Clio entries associated with nonprofit brands have increased by about 25% each program cycle since 2019. [The Lost Class for Change the Ref](#) took home 22 trophies including 4 Grand Clio Awards in 2022. And in 2020/2021 the [Canadian Down Syndrome Society](#) and [Reporters Without Borders](#) both won Grand Clio Awards.

For this campaign, you can choose any existing foundation, cause or campaign that you're passionate about. Some ideas are Everytown for Gun Violence, American Cancer Society, Feeding America, United Way, various animal rescues, The Trevor Project.

Campaign submissions for this challenge should feature a :30 - :60 spot, a :15 spot and a :06 spot rooted in and centered around UGC clip content found in the Jukin library. A free trial to the Jukin platform will be provided to entrants. Consider the :30-:60 spot to tell the full story of the campaign that could run on a website or as a TV ad. The :15 and :06 spots would run on digital and social media.

### REQUIREMENTS:

This program is open to new and emerging creatives without significant experience working in advertising. This could mean students enrolled in an undergraduate or graduate program or any other emerging creative who has less than 5 years experience in the advertising industry. Anyone who fits those parameters will be permitted to enter.

Tagline: Real Change. Inspired by You.

While we know submissions are going to cover a myriad of causes, they should all ladder back to this one tagline. Along with the creative use of UGC, this will help the judges have one unifying lens with which to view the submissions.

Assets: Jukin UGC Clips must be at least 50% of the spot.

Deliverable: While the campaign can include multiple components overall, you will need to create a :30 - :60 spot, :15 spot and :06 spot – these can be used as commercial spots and social media spots

Entrants will need to get access to the Jukin library. In order to get your free account to access the Jukin Licensing catalog of over 95,000 UGC videos, you need to follow these simple steps.

Go to [www.jukinmedia.com](http://www.jukinmedia.com) and sign up for a free account.

When it asks you to pick a project type, you can choose whatever you want. Nonprofit may be helpful as a starting point.

Once your account is setup, go to <https://forms.office.com/r/m8Rv2Dyqhn> and add your name and email address you used to sign up.

Your free Insider's account will be ready for use in 24 hours.

Entrants need to use the Clip Usage tracking tool on the Jukin platform to let us know what clips you used in your final submission. Jukin will send instructions on how to do that once you have signed up for the free account.

#### PRIZE:

The winning campaign, as chosen by the Clio Brand Jury, will be presented on stage at the 2023 Annual Clio Awards in New York City (travel and accommodations provided by Jukin). In addition, the winner will be given the opportunity to work with Jukin on a real, live branded content campaign and will receive \$10,000 to be split between the winner and the cause of their choice.

A shortlist of submissions will be recognized for outstanding achievement within an editorial piece on Muse by Clio.

#### HOW TO ENTER:

To submit your entry visit <https://www.cliospecialty.com/jukin/>

The final submission deadline for the competition will be February 3rd.

Please note there is a \$10 USD fee to enter.

The winner will be announced in the Spring of 2023.

#### LINKS TO OTHER RELEVANT WORK:

[Huggies - 101 Dalmations](#)

[Fanta - Idiots are Amazing](#)

[Google Year in Search 2021](#)

[ESPN - Welcome Home](#)

(Stackla Report: Bridging the Gap: Consumer & Marketing Perspectives on Content in the Digital Age)