



Brief set by

Adobe Creative Cloud
& LADbible Group

Adobe Creative Cloud and LADbible Group: a force for social good. Demonstrate how.

Related Disciplines

Film
Branded Content
Animation
Photography
Communication

Extra Prizes

A year's free membership to Creative Cloud. The potential to make your idea a reality on one of LADbible's channels.

Deadline

20 March 2019, 5pm GMT

The back story

Adobe is at the forefront of democratising creativity through next-gen tools and creative systems, as well as initiatives focused on diverse voices, emerging artists and young creatives.

LADbible Group is the world's social publisher and a way of life for over one billion young people globally. Sometimes serious; often humorous, they create trends, and uncover the Internet's most absurd content and breaking news.

What's the challenge?

Creative Cloud is the creativity platform for everyone. They have everything you need to create, collaborate and get inspired. They have everything from essentials like Photoshop CC to next-generation tools like Adobe XD CC.

LADbible Group uses creativity to make a real difference on topics from politics to health to the environment. And they've won major awards for their work, including at D&AD.

How can you use Creative Cloud to bring about real life positive change through LADbible's channels?

Create an inspirational film, animation, or photography story piece that spreads a positive message.

You should create a response that:

- tells the story of some positive social good. This can be a story that already exists, is highlighting a plight to invite change, or is a call to action
- is relatable, sharable and engaging.

Who are we talking to?

Socially conscious 18 to 34 year olds who mainly consume media through social media and mobile devices.

Things to think about

How to use Creative Cloud

Look at Adobe's collection of Creative Cloud apps, such as video editing tool Premiere Pro CC and world-famous photography tools, Lightroom CC and Photoshop CC. How can any of these help bring your idea to life? Keep an eye on their latest launches and updates for exciting announcements. Adobe's ever-evolving desktop and mobile apps could even inform your response.

How to go viral

Create something shareable for LADbible's audience of millions- from a long-form branded film, to a series of short films, to a piece of photojournalism.

How to tie in with LADbible

Look at what LADbible creates and how to fit in with their current portfolio.

Your idea could work across any of their channels – such as LADbible, SPORTbible, LENSbible, GAMINGbible and FOODbible – or even feed into different ones.

Your response could tackle a global problem, like the D&AD award-winning 'Trash Isles' around Ocean Plastic on LADbible, it could showcase the power of a tool or sport, like SPORTbible's 'More than a Game' campaign, or it could even tackle problems with the online world, for example online trolling through the GAMINGbible channel.

How to provide just a flavour

We don't need to see the whole thing. For example, if your idea is for a 12-part film series, or a long form content piece, just give the essence of what this would look like through a 2 minute edit of your idea. Photography responses require a **minimum** of 4 photos to tell your story.

The important stuff

You should explore using Creative Cloud to create your response. To help you with this, they've provided you with a [free 7-day trial](#).

Include background documentation: add in the context of your piece and any highlights from your research and development.

What to submit and how: Read *Preparing Your Entries* before you get started for full format guidelines – we won't accept work that doesn't meet these specs.

Main (essential):

Upload a 2 minute **video** file OR up to 8 **JPEG** images (minimum 4) for photography responses. And your background documentation as either **video** (max. 30 sec) or **JPEG** slides (max. 4).

Optional (judges may view this if they wish):

If your idea is a long form or multi episode piece, you should submit a 2 minute edit of your work. You can also submit full length edits if you have made them. Judges will only view the long form edit(s) if they wish.

© 2018 Adobe. All rights reserved.

Adobe, the Adobe logo, Creative Cloud, Premiere Pro, Lightroom, and Photoshop are either registered trademarks or trademarks of Adobe in the United States and/or other countries.