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## 20 YEARS OF PRIVATE DIPLOMACY. CREATE A CAMPAIGN TO CELEBRATE THE NEXT 20

### Influential Campaign Lobbying for Romanian Talent @ Cannes Lions 2025

**Disciplines ^ Skills:** Strategy, Stunts, Marketing, PR, Viral Campaigns, Social Media, Visual Languages, Effective Lobbying through events, Entrepreneurial mindset

**Context:** This campaign marks 20 years of #TheAlternativeSchool's successful private diplomacy lobby for the Romanian Creative Industry in Cannes, Eurobest & Dubai Lynx.

#### Objective:

Develop a high-impact strategy that amplifies Romanian talent's global reputation, showcasing that creativity (with a specific flavor) is ingrained in the national ethos.

**Where it will be launched:** Cannes Lions Festival of Creativity (June 16-21, 2025).

#### Audience:

- **Primary:** Gen Z talents attending the Cannes Lions festival, those enrolled in the Young Lions Competitions, Roger Hatchuel Academy & See it, Be it.
- **Secondary:** Jurors, speakers, KOL, especially those under 35

**Tone of voice / style:** outsmarting the system, disruptive, funny, witty, smart.

#### Budget:

€181,000 – €224,000

#### Your Challenge:

- Maximize impact—make every cent count.
- Develop the most effective, memorable, and influential strategy
- Promote Romanian creativity at Cannes Lions 2025.
- Showcase the under-35 generation—their identity, performance, and creative force.

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#### WhatsApp & Phone

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## Deliverables

### 1. Logotype – “20 Years of Private Diplomacy”

- Editable format SVG or gif, if you prefer an animated version
- Standalone + version with #TheAlternativeSchool logo

### 2. Visual Content

- Branded materials for on-site promotion at Cannes Lions (one poster)
- Social media assets, optimized for Instagram & Facebook (one sample each)

### 3. Strategic Presentation (PPT or PDF)

#### Your strategy must answer key questions:

- What’s your insight? (The unique truth or observation fueling your strategy)
- What’s your idea to challenge identity clichés or promote interesting attributes, such a specific humor flavor?
- How do you decline the idea and insight into a compelling strategy, using the budget in the smartest, most efficient way possible ?
- Expected results: What do you want to achieve? What’s your big vision?

#### The how:

Nasty clichés about Romanian identity can be used as fuel to ignite the campaign and prove them wrong. (Examples – Ladies First was a magazine focusing on local female talent, launched at the festival to address the often heard clichés about Romanian women being the most talented courtesans of Europe).

#### When building your strategy, take into consideration:

Mind shift → How do you want people to think differently?

- Heart shift → How do you want them to feel?
- Action shift → What do you want them to do?
- Influential marketing tactics → How will this stand out in a cluttered media landscape?
- Measurable impact → How will success be tracked? (Credibility + Seduction is key)
- Innovation in storytelling → what unexpected tools do you plan to use - graphic design, music, flavors, cinema, video, touch - to make the campaign standing out in a place where the biggest, smartest brands have their say?

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- Cultural authenticity → How will the campaign reflect the essence of Romanian creativity and leave an impact beyond Cannes, long after the festival is over?
- Amplification strategy → What influencers, media partnerships or experiential activations will drive visibility?

### Next Steps:

Explore partners & school logos here:  
Google Drive Link

### Useful Links:

- [Logos](#)
- [The Alternative School](#)
- [Cannes Lions](#)
- [Instagram: The School for Creative Thinking](#)

◆ Your strategy can redefine how Romanian creativity is seen worldwide. Make it bold. Make it resonate. Make it last.

**Deadline:** 30.03.2025, h 23.32

**Format:** Upload all your solutions on a g-drive link and send the link to Andra Serea

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