



CALL FOR CREATIVE STRATEGY PROPOSALS

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.

WhatsApp & Phone

+40 744 10 50 15
+40 722 10 50 15

Web & Address

www.thealternativeschool.com
Triunghiului, 27, s.5, Bucharest, Romania

Emails

win@thealternativeschool.com
teodora.migdalovici@thealternativeschool.com



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?

WhatsApp & Phone

+40 744 10 50 15
+40 722 10 50 15

Web & Address

www.thealternativeschool.com
Triunghiului, 27, s.5, Bucharest, Romania

Emails

win@thealternativeschool.com
teodora.migdalovici@thealternativeschool.com



- 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:

- [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: March 17, 2025, 23.59h

Email: andra@thealternativeschool.com

Whatsapp: 0744 10 50 15

WhatsApp & Phone

+40 744 10 50 15

+40 722 10 50 15

Web & Address

www.thealternativeschool.com

Triunghiului, 27, s.5, Bucharest, Romania

Emails

win@thealternativeschool.com

teodora.migdalovici@thealternativeschool.com