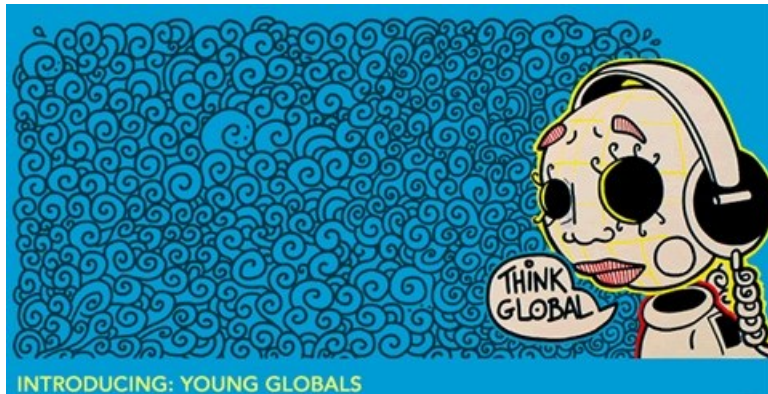


# Young Globals student competition, internship programme launched

NEW YORK, USA: The Young Globals is a newly launched college/portfolio school competition for healthcare advertising that offers students an opportunity to submit their creative work, the chance to earn a prestigious Global Award and the experience to test-drive their career in healthcare advertising.

Initiated by the Global Awards for the World's Best Healthcare & Wellness Advertising in honour of its 20th anniversary, the competition will identify and recognise emerging creative talent from around the world and introduce them to the rewards of working in the healthcare and wellness advertising industry.



"The Awards are dedicated to investing in the next generation of young talent. Our commitment and that of Robin Shapiro, Chairperson of the Global Awards Executive Committee and President and Chief Creative Officer for CAHG, led us to launch this competition and internship programme, bringing students together from around the world against the backdrop of creativity," said Michael Demetriades, VP/Executive Director, Global Awards.

The Young Globals competition is open to all students at the university level, including portfolio centres, who are studying advertising, marketing, art, design, creative writing or similar areas of creative focus. Entrants will be given a creative brief as inspiration and the opportunity to create a speculative campaign. Students may enter either individually or as a two-person team and should have an interest in exploring healthcare advertising as a career.

This year's creative challenge brief invites student entrants to create a compelling campaign for a leading (fictional) maker of antidepressants to raise awareness about depression and anxiety in college-aged students. The Global Awards Executive Jury of international award-winning healthcare advertising chief creative officers and executive creative directors will judge entries.

The Young Globals award winners will receive a Global Award, have their work showcased at this year's award ceremony, and be given the opportunity to experience a 2-3-month internship, based on their availability, at a prominent international healthcare advertising agency.



## Partners, agencies

The Global Awards has partnered with CAHG and TBWA\WorldHealth for the inaugural Young Global student competition. CAHG and TBWA\WorldHealth will support the competition as the official corporate sponsor and mentor emerging young creatives by providing internship opportunities.

Participating agencies that have agreed to award internships include:

- CAHG (Chicago or New York)
- TBWA\Chiat\Day, New York
- TBWA\Paling Walters, London
- The CementBloc, New York

Scott Cotherman, CEO, CAHG and Chairman, TBWA\WorldHealth says, "Our industry is experiencing enormous disruption right now, fuelled by the realization of personalised medicine, the explosion of digital media and a new era of consumer and patient empowerment. With all of this change comes incredible creative opportunity. We need fresh, young talent with the right DNA to help us accelerate this transformation."

"Attracting new blood in our agency creative departments is an industry priority. This initiative from the Global Awards shows the way and at the agency we are thrilled to be part of it," added Herve Brunette, President International, TBWA\WorldHealth.

## Entry conditions

Entry fee for the 2014 Young Globals student competition is US \$60. The competition opened for entries on 30 September and submissions close on 24 October 2014.

The 2014 Global Awards will celebrate award-winners at concurrent ceremonies in Sydney, Australia and New York City, US, when the winners will be officially announced on 13 November 2014.

For more information, go to [www.theglobalawards.com](http://www.theglobalawards.com).

For more, visit: <https://www.bizcommunity.com>