

BBC Global Creative Challenge with YCN

Last autumn BBC World Service launched a global creative challenge, Bring the News to Life. It invited 18 to 34-year-olds around the world to submit creative ideas for an advertising campaign encouraging young people to engage with the World Service.

Over 400 entries were received from 90 countries. First place was awarded to Catherine Andrews, Tal Halili and Thandeka Kunene from Johannesburg, South Africa. BBC World Service hopes to turn some of the best ideas into real advertising campaigns in 2014, to engage younger audiences with its brand and raise awareness of the BBC's strengths on TV and digital platforms.

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