

# Ad Age Young Creatives

## 2025 Ad Age Young Creatives Contest Cheat Sheet

Your canvas for this year's competition

### Cannes Eau on the Go

Introducing the newest sparkling water, designed to capture the essence of the Cannes Lions International Festival of Creativity.

*Cannes Eau on the Go* embodies both artistic flair and sustainability, offering a stylish, eco-conscious experience.

### Your challenge

Develop a compelling visual—image or video—that brings this product to life.

You can design an out-of-home activation, 30-second promo video, packaging or other form of brand expression. You can create a tagline or compose a jingle, the choice is yours.



### Product details

The refreshing beverage is packaged in eco-friendly, aluminum bottles.

Flavors include Insight Peony and Bold Bergamot.

Interactive labels feature art from innovative campaigns.

### Target audience

*Cannes Eau on the Go* is designed for marketing professionals and creative trendsetters who are based in the United States.



# Ad Age Young Creatives

## 2025 Ad Age Young Creatives Contest Cheat Sheet

Don't know where to start?

If you're a copywriter, you can write a witty tagline or make copy the centerpiece of your creative.

If you're an art director or graphic designer, you can shape the brand's identity—think logo, colors and font that bring it to life. Or go big with an out-of-home ad, packaging design or a print ad.

If you're a motion designer or videographer, you can add movement—a GIF, a social media video or an eye-catching animation.

If you're more into arts and crafts, consider making something and photographing it.

Still looking for inspiration? See how past Young Creatives Contest winners brought their ideas to life using photography, a mix of packaging design and VR, and more:

In 2024, the winner crafted a [music video](#).

In 2020, just as the pandemic hit, the winner was a [strikingly simple image](#).

In 2016, the winner turned an Ad Age magazine cover into an [immersive virtual reality experience](#).

Other winners have used photography and origami to illustrate their ideas, including in [2017](#) and [2013](#).

### Remember

You must be 30 or younger on June 18, 2025 to qualify.

All entries must be original work.

It's free to enter and you can enter as many times as you like.

International entrants are welcome!

The final deadline for entries is **April 21, 2025 at 5 p.m. ET**