



Encourage kids through an on-air campaign to realise the power of their imagination and do something amazing with it.

Background

Turner launched in the UK in 1993 with satellite broadcasting of TNT Classic Movies (now TCM) and Cartoon Network Europe. Cartoon Network quickly established itself as a favourite channel for kids and has been the home of numerous iconic shows since: Dexter's Laboratory, Ed, Edd n' Eddy, The Powerpuff Girls, Johnny Bravo, Cow and Chicken, Chowder and most recently Ben 10 and Ben 10: Alien Force.

Cartoon Network is the home of action adventure and comedy shows. These shows appeal to an audience who want to be engrossed and involved when they're watching and have their imaginations inspired. They often continue to interpret the experience when they've finished viewing.

The Creative Challenge

Kids' imaginations are incredibly powerful and inspiring. Through their unfettered creativity, children can do things we adults only dream of. Cartoon Network has been built on imaginative minds and we want to encourage kids to not just use their imagination, but to do something with it.

Target Audience

Broad: All kids aged 6 – 11 year olds.

Core: Boys aged 4 – 9 year olds.

Mandatories

Appealing to this audience is about understanding the world a kid inhabits, what they find funny and what makes them go 'wow'! Entrants should be conscious to avoid themes, imagery or language that would breach Ofcom codes (<http://www.ofcom.org.uk/tv/ifi/codes/>) and prevent the campaign being aired.

The colour orange should also be avoided as it is synonymous with our main competitor, Nickelodeon.

Research (Any themes to push or barriers of show etc)

We have identified an audience segment that favours Cartoon Network. He is not just an individual, but a mood sometimes felt by a child.

Steve Make Believe is a seven year old boy. He's more of a loner than some of his peers; he's inwardly focused and likes to be taken care of. He is cautious and likes to watch things happen, but has an edgy, mischievous and complex sense of humor. Steve loves TV, video games and sports and his favorite shows are action and comedy cartoons.

Brand Values

We are not a public service broadcaster; we are not worthy, we never talk down to our audience.

- Our tone of voice is confident and fun.

- We are vibrant, bold and thrive on imagination.
- In a word, Cartoon Network is a place for 'madventure'.

Creative Requirements

You should create an on-air campaign that would not look out of place on Cartoon Network, but you are not restricted to pure animation. Your campaign can include one or more executions - and individual spots should not exceed duration of 60 seconds.

Deliverables, Artwork and Additional Information

For guidance on how to submit your work please adhere to the main deliverables information at <http://student.aisforawards.org>

Any additional supporting information referenced in the brief, including artwork and logos, can be found in the project pack at <http://student.aisforawards.org>