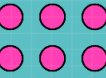


# STUDENT COMPETITIONS 2023



## The Brief

Dubai Lynx, in partnership with Campaign ME, calls for standout creative students from the MENA region to create the cover for the issue of the magazine containing its annual Saudi Arabia Report.

## The Issue

In May 2023, Campaign Middle East will be publishing its third annual Saudi Report, a supplement dedicated to the media, marketing and advertising scene in Saudi Arabia. It will contain:

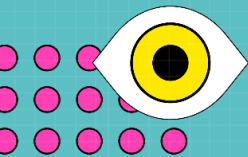
- Our annual listing of agencies in Saudi Arabia (including all media, advertising, PR and digital agencies with a presence in the Kingdom)
- Articles on all things Saudi

The social and political changes in the kingdom, as well as specific initiatives are spurring a rapid evolution of the media, marketing and communications industry in the Kingdom. In 2016 the General Entertainment Authority was established. It is responsible for bringing in non-religious tourism, opening cinemas, sporting events and concerts among other economic drivers that would have been unthinkable only a few years before.

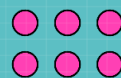
In April 2018, the first cinema in 35 years opened in Saudi Arabia. There are plans to have 2,000 screens in place by the end of this decade. In 2018 women were allowed into sports stadiums for the first time, and only a year later Saudi Arabia hosted a WWE women's wrestling match. Last year saw the first Formula One Saudi Arabia Grand Prix take place in Jeddah.

Saudi Arabia also has one of the world's youngest populations, with approximately 50 per cent of its population of 34.2 million being under 25 years old. Since 2018, the Kingdom has seen concerts like from the big-name western artists including David Guetta, Enrique Iglesias, the Black Eyed Peas, Mariah Carey, Sean Paul and Akon. Local musicians and events such as MDL Beast and Riyadh Season are proving to be big hits. Meanwhile megaprojects such as KAEC and Neom are bounding ahead, and Al Ula is one of many emerging sites targeting cultural tourists. The Kingdom's ambitious Vision 2030 masterplan serves as a roadmap to drive all sectors of the economy forward.

Campaign's Saudi Arabia Guide 2022 looks look at how the media, marketing & advertising market is changing in the Kingdom in this essential industry guide to the largest economy in the Middle East.



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## The competition

The winning entry from our competition will be published as the cover of Campaign's May 29, 2023 supplement: The Saudi Guide 2023.

You will be designing the supplement cover.

The cover will need to:

- Stand out – naturally
- Capture the imagination of our audience
- Be accessible to readers everywhere, while having a distinct Saudi flavour
- Avoid cliches
- Talk to the cross-industry audience of marketers, agencies, media and tech professionals
- Seamlessly link with the themes within the Campaign Saudi Guide 2023.

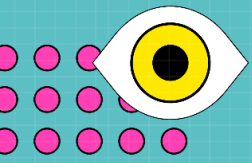
## Checklist

Required format:

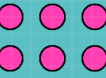
- One Magazine Artwork – Mandatory
- Supporting Material – Optional
- Supported upload file types are: .jpg, .jpeg, .png, .pdf
- Size: 327mm(h) x 240mm(w)
- Please add 10mm bleed and crop marks across all sides.
- Entry can be in English/Arabic (if in Arabic, please provide English translation)

Bear in mind:

- It will be the main cover of the supplement
- It's the cover for a print publication – this will be a test of your design skills in a traditional, paper product. Old-school!
- Your design and artwork must be completely original.
- Your design must include the Campaign Middle East masthead and it must maintain its size and placement.
- Your artwork must also account for room for a sponsor's logo. This will be applied to the lower left corner. You should not include a gap in your work for this but please consider what part of the artwork this may cover.
- Your artwork must contain the headline 'Saudi Arabia Report 2023'



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- It can't contain interactive elements (we love QR codes, but we don't have the resources to make an interactive cover)
- It must indicate what is inside this issue of the supplement
- It must entice readers to pick it up and open it
  - From the table in your office waiting area
  - From a crowded magazine stand in a bookshop
  - When it's lying on your colleague's desk and they are looking the other way
- The magazine is an English-language title
- If you win we will need you to send us the open files (Adobe illustrator) so we can make minor editorial changes if needed