



OUTDOOR COMPETITION BRIEF STUDENT COMPETITION | DUBAI LYNX 2027

POWERED BY



Use the power of Hills' bridge network to make Dubai drivers choose the road over their phone.

<u>Background</u>	Hills Advertising is a leading provider of bridge advertising in Dubai, operating a network of static bridges and an expanding digital bridge network. As bridges form part of the everyday driving environment, road safety is a natural and relevant issue for Hills to address. Positioned above the roadway and within the driver's natural forward field of view, bridges can deliver short safety messages at the point where the behavior matters most, while minimizing the need for motorists to divert their gaze from the road. Hills has therefore chosen distracted driving as the focus of this challenge: it gives us an opportunity to use the medium we know best to encourage safer choices and create a positive impact on the journeys our network is part of. Through the Dubai Lynx Outdoor Student Competition, Hills wants to help the next generation of creatives understand how a simple, timely Outdoor idea can influence behavior. Digital bridges are the preferred canvas because they can change, move and work as a connected sequence; static bridges remain available when they serve the idea better. The winning concept will be developed with Hills for possible live execution across its digital bridge network. Supporting Material: Hills Outdoor Creative Guide (Access HERE) for inspiration and to understand the available bridge formats and creative possibilities.
<u>The Challenge</u>	Create an Outdoor-led public-awareness campaign that encourages drivers in Dubai to stop using mobile phones while driving. The idea must use Hills bridges as the lead communication medium. Digital bridges are preferred, while static bridges may be used when creatively relevant. The campaign may work on one bridge or unfold across several bridges as part of a continuous journey. Supporting channels may be included, but the central idea must depend on Outdoor.



<u>Target Audience</u>	Motorists travelling on Dubai's roads, with particular attention to digitally connected drivers who may feel tempted to check, read or respond to their phones while the vehicle is moving. Passengers can be a secondary audience where the idea gives them a constructive role in encouraging the driver to keep their attention on the road.
<u>Insight</u>	A phone creates a feeling that every message needs an immediate response. On the road, however, even a brief glance disconnects the driver from what is happening ahead. Dubai's Roads and Transport Authority reported in 2025 that phone distraction can reduce a driver's reaction time by up to 80% and reduce the ability to respond to unexpected road hazards by 50%. RTA guidance also states that drivers using mobile phones are four times more likely to have a collision. Using a mobile phone while driving carries an AED 800 fine and four black points. Creative springboard: the message on the phone can wait; the road cannot.
<u>Strategy</u>	Interrupt the impulse to check the phone with a simple, immediate and memorable message delivered within the road journey itself. Ideas should be understood in seconds. Students may use strong color contrast, minimal copy, motion, time-based messages or sequential storytelling across several bridges. The creative should take advantage of the bridge format's position within the natural forward view, while remaining simple enough to register at a glance. The work should change behavior without becoming an additional distraction.
<u>Key Message</u>	Every glance away from the road puts lives at risk. Choose the road over the phone.
<u>Personality</u>	Direct, urgent, human and responsible. The campaign should feel modern and culturally aware, using a clear voice that empowers better choices rather than lecturing, shaming or sensationalizing road trauma.

<u>Required Deliverables:</u>	• 1 x Presentation board A2, to include the campaign concept and key visual executions • Campaign summary — must include the strategy and the idea, why Outdoor is the lead medium, and a simple media plan • Optional supporting media • Only individual entry submissions are allowed. Team based entries will not be accepted
<u>Campaign Do's and Don'ts</u>	Do: keep to one clear idea; make the message readable within seconds; use bold contrast and simple visuals; design for people in motion; consider how digital content can change or how several bridges can tell a continuous story; keep bridges as the lead medium. Don't: use long copy, small type or complex instructions; show graphic injury or death; use fear without constructive action; include political, religious, discriminatory or otherwise inappropriate content; encourage interaction that could distract a driver; assume a specific bridge location is required. Any winning work will be refined before production to meet applicable Dubai advertising, road-safety and local approval requirements. <i>Evidence sources: Dubai Roads and Transport Authority, "Driving Without a Phone" (14 April 2025); RTA Light Motor Vehicle Handbook, "Mobile Phones and Other Driver Distractions."</i>
<u>Eligibility:</u>	The Student Outdoor Competition is open to full-time university students meeting the following eligibility criteria: • Ages 18 - 25 and enrolled full-time in university • Based in the MENA region