FLAME 2025

ACA FLAME FESTIVAL

NEW BLOOD

BRIEF PACK

COMPETITION

PRIZES

Gold Winner
Flies to Loeries
2026 in Cape Town

Students of the Year

x10 Finalist
Certificates

Certificates of
participation

WHO CAN PARTICIPATE?

1. University students in Marketing, Communication, Design or related fields

2. Age 18 to 25

3. Student from Tertiary Mauritian institutions only, example:

CTE/Curtin, MGI, UoM, UTM, MDX, Academy of Design and Innovation,

Open Uni, Polytechnics, MCCI, Université des mascareignes,

COMPETITION RULES

1. You must be 18–25 on the deadline date
2. You must be currently enrolled at a Mauritian tertiary institution and not yet graduated
3. One entry = one category per student. You may not enter multiple categories.
4. Individual entries only (no group submissions)
5. Only registered and paid entries are eligible
6. Late entries are not accepted

KEY DATES

- Briefs available: **01 SEP** 2025 at **09:00**
- Deadline: **22 SEP** 2025 at **23:59**
- Judging by ACA jury: **25 SEP** 2025
- Top 10 shortlist announced: **01 OCT** 2025
- Top 3 winners announced at the FLAME Awards Night.

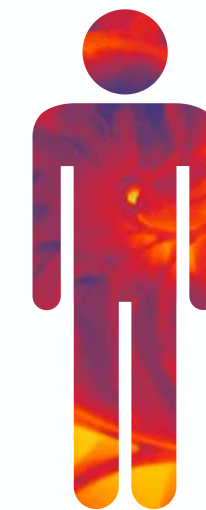# JUDGING CRITERIA

JUDGING CRITERIA (THE LOERIES WAY)

1. Innovation

2. Quality of execution

3. Relevance to the brand or cause

4. Relevance to the target audience

5. Relevance to the chosen medium

TIP

Submit your work as a project case study. Keep it self-explanatory, simple, and quick to grasp. The judges are professionals and will spot brainstorms or half-finished work. Present it as a finished piece that looks published and makes your vision clear.

Inspirations

https://www.dandad.org/en/d-ad-new-blood-awards/

HOW TO ENTER?

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1. Analyse your **brief**
2. Choose **one** category
3. Register on the FLAME website to enter your work
4. Pay (**Rs 500**) at checkout to validate your entry

BRIEF
CHALLENGE

Initiator	**UN DP**

Background

Bullying and cyberbullying have harmed **Young Mauritians**
for years, hurting mental health and safety online and offline.

The challenge

Create a powerful idea that aims to reduce bullying
and cyberbullying among Mauritian youth.

Audience

Primary: 7-18 years old.
Secondary: parents, teachers, community leaders.

What we're looking for

- A relevant, culturally rooted human insight.
- A sharp behaviour-change strategy.
- Relevant touchpoints to meet the objective.
- A brave and fresh idea the jury will wish they found.
- Work crafted with passion.

Deliverables (English/French/Mauritian Creole accepted)

1. Enter one category
2. Rationale 150–300 words (insight, idea, expected impact)
3. JPEG case-study summary 1920×1080
4. PDF or MP4 case study 1920×1080
5. Additional JPEGs/MP3 (optional)

(Use "fromsmash.com" - To submit your work)

Mandatories

- Use responsible language. Avoid controversy
- If you cite statistics, reference a credible source in the rationale
- Keep material entries anonymous: no student or university names on any media or boards. Include them only in the entry form.

CATEGORIES

CATEGORY SELECTION GUIDE

Pick one category based on what your idea mostly is.
If you're creating a brand or designing something specific, choose Branding & Design.
If you're communicating something to be seen or heard, choose Advertising.
If you have a vision to move people, with a clear hook to earn attention and get
people and the media talking, choose Strategy & PR.

CATEGORIES

1. Branding & Design

Logos and identity, packaging or editorial design.

Example: Create an NGO brand identity, a cause-driven board game, or a short magazine to guide sensitisation.

2. Advertising

Radio, film, print/posters, outdoor/ guerrilla, social media, activation events. Or enter Integrated Campaign if your idea runs across three or more media.

Example: Drive an awareness campaign in any media. Enter as a single material, or as Integrated Campaign if you use at least three media.

3. Strategy & PR

Creative strategy (problem, insight, plan), Earned media strategy, targeted corporate initiatives.

Example: Plan an earned media push and a schools initiative, with press angles, an outreach calendar, a teacher toolkit, and simple measures of success.

SUBMISSION RULES

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Any breach of the rules below will result in disqualification.

1. Keep all material entries anonymous: no student or school names on boards or media (only on entry form).
2. Use only assets you created or have rights to.
3. Disclose AI tools used in your work.
4. Credit sources if data is included.
5. Do not publish or share your work before results unless permitted by FLAME.