MULTIPLE DISCIPLINES

NEW YORK FESTIVALS 2017 TORCH AWARDS

DEADLINE

17 FEB 2017

ENTRIES CLOSED

POSTED	ENTRY FEE	ONLINE
22 Nov 2016	SEE ARTICLE DETAILS	VISIT ORGANIZER

DETAILS / KEEP FOR REFERENCE

SOURCE: GRAPHIC COMPETITIONS

New York Festivals is committed to the development and promotion of the next generation of creative talent, and in this spirit created the Torch Awards. Each year, they'll present a new competition for 18-27 years olds that explores a creative challenge with real-world potential.

This year's challenge is Integrated-Mixed Media Challenge.

For the 2017 Torch Awards, New York Festivals has partnered with Today, I'm Brave, a registered non-profit whose mission is to inspire bravery within individuals and organisations alike through Brave initiatives and by sharing Brave stories from around the world.

Entrants in the Integrated-Mixed Media Challenge will be developing an integrated-mixed media campaign to promote the international release of the Today, I'm Brave book in August 2017. Entering teams will choose at least three forms of media (such as print, online, and video) that can be used to execute their integrated campaign, with the goal of persuading book sellers to carry the book and consumers to purchase it.

All work submitted must be an original creation, no previously published/awarded work will be accepted.

Teams must consist of at least 2 but no more than 4 individuals. Only one entry per Team will be accepted.

All entrants must be available to be present in New York City from 9:00am on May 17th through the New York Show awards presentation on the night of May 18th to qualify for Finalist Status.

There is no entry fee.

ELIGIBILITY

All entrants must be at least age 18 by May 17, 2017, but not older than 27.

PRIZE

Five Finalist Teams will be invited to New York City to present their ideas. Before they head into the pitch, they'll fine-tune their work during an intensive work session with their mentor (a member of the New York Festivals International Advertising Awards Executive Jury).

Finalist Teams will also receive up to a 1,000 USD travel reimbursement on the day of the event to help defray costs.

The Grand-winning Team will receive a trophy, and could also see their work go live as an official campaign for The Institute for Human Centered Design.