



IN THESE CHALLENGING TIMES, IT'S TIME FOR THE BRAVE TO LEAD.

COVID-19 will continue to segregate us and have extreme effects on the economy. Now, more than ever, the world needs creativity to thrive. It's time to use our creative minds in these crazy times. Thuma mina. Send me.

#CreateChange
#ThumaMina
#SendTheBrave



THE SITUATION

The elderly and immunocompromised need to go into complete self isolation to prevent contracting COVID-19.

THE CHALLENGE

How do we support and care for the elderly and those in isolation at this time?

HOW TO SUBMIT

This is an open brief with no specific medium, channel or market because the crisis we face is so broad. We call on you to submit a creative solution in the form of a video or pdf presentation that explains your idea of how you would solve this crisis.

Please email your submission to createchange@loeries.com

Creatives – this time, it's not about the award. It's about doing good. If a brand loves your solution, you'll not only be fighting against the spread of COVID-19, but you'll also be rewarded. If you've ever wondered how important your role is as a creative, now is when you'll find out. We aim to solve problems – are you ready for a real test?