



## 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

Schools have closed and educational activities for most part have come to a halt.

### THE CHALLENGE

How do we supplement education at this time, particularly for learners with no access to the internet? How do we keep children stimulated.

### 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](mailto: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?