

BIN IT!

MEDIA

COMPETITION

14-16

CREATE A BEHAVIOUR CHANGING ADVERT AND WIN £500 FOR THE SCHOOL!

Bin It! wants your students to create an advert that changes behaviours, and attitudes towards littering, in young adults.

Although our award-winning roadshow has had to be postponed during the global pandemic, *Bin It!* is finding exciting ways to engage with schools with the important messages about the impact of litter.

Working as a team, or as an individual, students should create an advert that will inspire 14-18 year olds to change their attitudes and behaviour towards littering. They will need to submit what the advert looks like, where the advert would be seen and why they think it works. It can be a printed advert for a newspaper or bus stop, a TV advert, a social media advert or even a TikTok. As long as they think it is an advert that will capture the attention of someone their own age.

Littering is a habit. Once we do it a few times without any immediate repercussions, we stop thinking about it and just do it. Everyone litters at some point, from dropping chewing gum to discarding a used facemask. But the earlier we understand the damage litter does, the less likely we are to continue with this behaviour.

A school can submit as many entries as teachers want via email or post. Every entry must have a *Competition Entry Form* attached. The deadline for the competition is Friday 24 May 2021.

The winning team or student will receive a £500 Amazon voucher for their school and a £500 voucher for themselves. The two runners-up will receive a £250 Amazon voucher for the school and the same for themselves.



One winner and two runner-ups will be chosen by our industry expert judging panel.

The deadline for entry is Friday 28 May 2021

Take a look at the *Competition Entry Form* for the brief, inspire your students and start them being creative! Good luck!

**BIN****IT!****14-16****COMPETITION****BRIEF**

CREATE YOUR AD TO CHANGE BEHAVIOUR AND WIN £500

The Brief

Littering is a habit. Once we do it a few times without immediate repercussions, we stop thinking about it and just do it. Everyone litters at some point, from dropping chewing gum to discarding a used facemask. But the earlier we understand the damage even the smallest piece of litter does to the environment the less likely we are to continue with this behaviour.

Objective

You are challenged to create an advert that will inspire young adults, between 14-18 years old, to think about their own littering behaviour and make a positive change.

It can be a printed advert for a newspaper or bus stop, a TV advert, a social media advert or even a TikTok. As long as it is an advert that will capture the attention of someone your own age and inspire them to change their behaviour.

Think about where young adults are most likely to pay attention to adverts. Then consider what style those adverts should be to really capture imaginations. Then come up with the winning formula!

Target audience

Focus your creative talents on engaging 14-18 year olds with an anti-littering message.

Process

- Choose one of the following forms of litter that you think it most important for this age group to create an advert about:
 - Confectionery wrappers
 - Face masks
 - Chewing gum

- Think about the message of the advert. What are you trying to say to your audience? How can you say it in a way that will engage them? Start by thinking about where you see adverts the most and the ones that capture your attention.
- Decide where your advert should be seen to make it effective, it could be:
 - On a bus stop
 - On TV
 - In a newspaper
 - Social media
 - Radio
- Get creating! Create your advert in all its glory. Tell us where you think it should be seen and why you have selected the chosen channel for it. If you decide to do a video-based entry or an animation and cannot create the film you can submit a storyboard instead.
- Fill out your *Competition Entry Form*, attach your entry form and submit!

Don't forget the deadline for entries is Friday 28th May 2021

Submitting your entry

• Via email to binit@rapportgroup.com
Please try and keep the attachments under 10MB to guarantee arrival

- Via post to:
Bin It! Competition
c/o The Rapport Group
Epic House
128 Fulwell Road
Teddington
TW11 0RQ



COMPETITION

ENTRY FORM

Please make sure that each entry has a completed competition entry form and it is attached with each entry.

All entries must be submitted by 28 May 2021

You can send your entries via email to binit@rapportgroup.com (Please try and keep the attachments under 10MB to guarantee arrival) or you can post it to *Bin It! Competition* c/o The Rapport Group, Epic House, 128 Fulwell Road, Teddington, TW11 0RQ



Team name: _____

Team member: _____ Age: _____

Team member: _____ Age: _____

Team member: _____ Age: _____

Team member: _____ Age: _____

Team member: _____ Age: _____

School name: _____

School address: _____

Teacher name: _____

Teacher telephone number: _____

Teacher email address: _____

For the full terms and conditions of the *Bin It! Media Competition* please visit the *Bin It!* website at www.biniteducation.com/resources.