



**Brief set by**  
YULA

**In collaboration with**  
Cult LDN

## Create a campaign that makes YULA the go-to natural energy drink.

### Related Disciplines

Copywriting  
Advertising  
Communications

### Extra Prizes

The potential to make your idea a reality. Paid placement opportunities with Cult LDN.

### Deadline

4 May 2020, 5pm GMT

### The back story

Shaking up the market, YULA is a brand new drink that gives you the same energy as a traditional energy drink, with half the sugar.

100% natural energy, YULA is inspired by the Amazon rainforest and everyone's inner spirit. YULA combines the words for "tree" and "energy" from an ancient tribal language. Made with guarana berries, green tea and green mate, it is lower in sugar than traditional energy drinks, with a natural taste.

Launching in Belgium and Spain in 2019, with their sights set on other global markets in the future, YULA is proving that natural energy is just as effective, just as refreshing, and has the power to lead the way.

### What's the challenge?

Create a copy-led campaign for YULA's key markets, Belgium and Spain, (in English) that speaks to 18-28 year olds. Your campaign should:

- get the audience excited about what YULA has to offer
- help the audience recognise YULA as synonymous with their lifestyle
- develop an external brand promise (an exciting statement that exemplifies what a customer can expect from the brand) that speaks to your audience
- convince traditional energy drink consumers to switch to YULA, as well as those who don't currently drink them due to concerns about the sugar content in existing energy drinks
- convey the premium nature of the brand.

### Who are we talking to?

18-28 year olds in Belgium and Spain. However, your idea should be in English as you also need to consider how it would work throughout mainland Europe and Latin America. Avoid focusing on the UK specifically.

This audience is unafraid to challenge brands and themselves. Their mentality is all about maximising their lifestyle. They're hard working and ambitious and they care about the planet. Health is a priority and they treat their bodies like a well oiled machine, eating healthily and working out. They are often creative, starting out in the world of work, or trying to get their own start-up or passion going alongside their day job. They live in urban areas but love to travel to new places and explore the world.

All this takes energy and right now they turn to healthy snacks, coffee, and traditional energy drinks from time to time to keep them going.

### Things to think about

#### How to speak to your audience

YULA already have a tone of voice, but consider how you can adapt this to work best with the people you're trying to reach.

How does your audience want to be spoken to? What about YULA would resonate most with them?

#### How to be YULA

YULA already have a strong brand identity, so your copy should complement this. How can you use their vivid art direction, colour palette, and imagery to bring your message to life?

#### How to reach your audience

When are they most likely to purchase YULA products? YULA is on-sale everywhere, from coffee shops to gyms to supermarkets, so how can you drive your audience to purchase at the time that is right for them?

#### How to sell YULA's products

Understand the differences between [YULA's products](#) versus other energy drinks. How can you ensure people not only know the YULA brand but understand their product?

### The important stuff

Create between 3 to 10 examples of copy, including pieces of short, social copy. The other executions are up to you, but could be anything from branded content (podcasts, quizzes, blog posts, etc) to posters.

At least one of your executions should be brought to life by visuals provided by YULA (see full brief pack). You can do this for all of your executions, but they will mainly be judged on the strength of your copy.

Make it clear where each execution will appear (online, instore, etc).

**What and How to Submit:** Read *Preparing Your Entries* before you get started for full format guidelines.

#### Main (essential):

Upload your copy examples as **PDFs** (two separate documents, combined max. total 4 pages of A4); and your visual execution(s) as **JPEGs** (max. 8) or a **video** (max. 2 minutes).

#### Optional (judges may view this if they wish):

**Interactive** work (websites, apps, etc); if your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).