



2024 DOOH CHALLENGE: SHARE YOUR UNIQUE CRAFT

Unveiling your craft:

Dive into an opportunity to showcase your creativity on a grand scale. With our digital screens as your canvas, this challenge is an open invitation to impact viewers emotionally without the constraints of client briefs or approvals. What sets your work apart? It's the ra*w, unfiltered connection it forges with those who encounter it.

Here's the deal, your work doesn't have to jump through hoops or get a gold star from a client to hit the mark. It just needs to do one simple, yet profound, thing: make someone feel something. Anything. A chuckle, a gasp, a moment of awe, or a tear. This is your green light to ditch the usual playbook. Forget safe. Forget expected. Dive deep into what makes you tick and splash that onto the digital canvas. Let's create work that doesn't just pass by in a sea of sameness but punches through the noise and tugs at the heartstrings. This is about making a human connection, minus the middleman.

Craft with freedom:

Blend and innovate: Mix traditional skills with digital innovation. Whether it's through a lens of the past, present, or future, your vision remains uniquely yours.

Emotion as your guide: Shift away from the predictable. Your creations should spark joy, ignite curiosity, inspire dreams, or awaken nostalgia, resonating with viewers on a personal level.

It's a broad brief, we know. So here are some examples:

A moment of joy: An animation that transforms an ordinary day with a burst of happiness.

Curiosity unleashed: A piece that stops viewers in their tracks, making them ponder and view their surroundings with renewed interest.

Dreams illustrated: Visual narratives that propel people toward their aspirations.

Nostalgic threads: Designs that tug at heartstrings, reviving fond memories.

Futuristic display: Can AI showcase what the future will look like?

Extra Digital Out-of-Home possibilities:

Another way to create a framework within this brief is to make use of the specific technology Global offer, like being visible on certain days and times during the day/night. Or specific triggers based on the weather, the time or a countdown.

Inclusive Creativity:

In our pursuit of creativity, we firmly uphold the principles of respect and inclusivity. Be aware of politically sensitive statements. We require all contributions to be considerate of our diverse audience, strictly prohibiting content that may alienate, offend, or propagate hate and discrimination. Submissions that fail to adhere to these guidelines will not be accepted.

RULES AND CONDITIONS

- Your work must be a 10-second video or still image (see specs below)
- Please name your submission as: Firstname_lastname_nameart
- Your creative work must comply with the Dutch Advertising Code
- Don't forget to send us your name + age + current job/study
- Tell us the story of your design and why you're applying in 100 words.
- You're not allowed to submit work that is 1 year old after publication.

FOR WHO?

Any creative soul big or small with 0-5 years working experience. You're allowed to work in a team with max 2 people.

HOW TO APPLY?

WeTransfer your creation + related information to DOOH@we-are-raw.com

Deadline: 17 April 12:00

Specs:

Resolution	1080 x 1920 (portrait)
Ratio	9:16
Frames per second	25
File Format	.MP4 (h.263 codec) and/or JPG / JPEG (still)
Motion restrictions	Full motion is allowed on the digital screens on NS Stations, petrol stations, and shopping malls. Due to safety reasons only stills (no animation) are allowed on the digital screens on the street. Video Length to be precisely rounded (5 or 10 seconds)
Remember	Digital Screens are a purely visual medium with no sound.