

ICE ²⁰¹⁹
A W A
R D S

YOUNG CREATIVE COMPETITION



THE CLIENT



ABOUT THE NOT-FOR-PROFIT

The Nova Scotia SPCA is recognized as providing expert leadership in the areas of advocacy and protection of companion animals and sets the standard of animal care for the province of Nova Scotia; the Nova Scotia SPCA operates on a philosophy of zero tolerance for animal cruelty.

The Nova Scotia Society for the Prevention of Cruelty (Nova Scotia SPCA) has been protecting animals from cruelty since 1877, the Nova Scotia SPCA is a registered charity and has 11 locations which rely primarily on volunteers and donations to fund cruelty prevention; animal rescue, rehabilitation, seeking justice, and education. The Act to Protect Animals and Aid Animals in Distress requires the Society to enforce animal cruelty laws, making the Nova Scotia SPCA unique among animal welfare organizations in the province. The Nova Scotia SPCA also the distinction of being founded as the first place in North America to pass laws for the prevention of cruelty to animals.

SPCA THRIFT STORES

The Nova Scotia SPCA undertook an exciting new chapter in fundraising. With a vision for creating sustainable and reliable revenue streams for the society, four thrift stores throughout the province ensure that shelter operations and programming can continue to grow and flourish. Now, your spring cleaning can help shelter pets in need because 100% of the proceeds support local pets in our care.

Relying on the generosity and support of community donations and volunteers, our thrift stores accept a wide variety of household items, giving thrift-savvy customers another avenue to support the SPCA while in turn keeping these items out of landfills. Quality used clothing, shoes, home décor, toys, jewelry, appliances, art, books and furniture are all accepted donations. We strive to have the highest quality items for sale at the lowest possible price.

The SPCA thrift stores are much more than a place to find a good bargain. They are also a resource that will further engage our volunteers, donors, and community members with another outlet to participate and show their support to the society. Whether you choose to donate items, donate your time as a volunteer, or shop to show your support, you will be making a difference for local animals in need.

TOP TWO WAYS TO HELP

- Find a bargain and shop at our thrift stores. Your purchase will go straight towards helping hurt and homeless pets in your community.
- Donate your gently used items. Your secondhand items can give shelter pets second chances.

CREATIVE BRIEF

CHALLENGE:

Fundraising is always the key priority of any not-for-profit. The Nova Scotia SPCA has many channels in which they raise funds. The Thrift Stores are a newer, accessible means to raise money but the awareness of them is low. People also think they only sell stuff for pets when in reality they offer similar items as any thrift store you might shop at, so why help out some animals in the process.

OBJECTIVE:

Generate awareness for the SPCA Thrift Stores.

WHO ARE WE TALKING TO? WHO IS THE TARGET AUDIENCE?

Dani, loves animals and wants to do her part to make the world a better place. From recycling to helping in her community, caring for the environment, animals, helping those in need are all values she wants to impart on her children so they grow up to be better people. She supports charities 2-3 times throughout the year. She enjoys setting a goal for herself and achieving it.

KEY MESSAGE:

Buying or donating items to the SPCA Thrift Stores make a big difference for animals in your community.

TONE:

Feel free to use the tone you think will connect best with your audience. You can use a humorous tone or a more serious one, you decide.



ENTRY GUIDELINES

RULES:

- COMPETITION OPENS: FRIDAY, SEPTEMBER 27th at 9:00am AST
- COMPETITION CLOSES ON MONDAY, SEPTEMBER 30th at 5:00pm AST
- Open to all creative minds living in Atlantic Canada under 30 years old. Teams of two or solo submissions welcome.
- Finalists will be contacted and invited to the ICE Awards Gala on October 17th at the Halifax Casino.
- Grand prize will be awarded the night of the gala.
- The winning work will run on billboards and/or transit in Halifax.

INSTRUCTIONS:

1. Carefully read the brief and mandate.
2. Make sure you use the submission document and send it to: info@iceawards.ca
The title of the email should be as follows: Young Creative Submission_Your name
3. Choose and use one of the two mandatory formats. If your idea works best as a series (campaign) feel free to create several iterations of your idea in the chosen format.
 - **Option 1: Billboard: 10'H x 20'W**
 - **Option 2: Bus Kings 30'H x 139"W**
5. You can add incremental ideas to your submission but the mandatory format must be used.
6. Accepted formats: Jpeg and/or PDF. Maximum file size: 100MB

EVALUATION CRITERIA:

1. Responds to the identified objective
2. Originality of the idea
3. Feasibility

NOTES:

- Use specs and templates provided for your submission
- Not everyone is a designer so illustrate your idea to your best abilities.
- The description of your concept and your idea will count just as much.



HOW TO SUBMIT

1. CREATING YOUR ENTRY BOARDS

You may choose to create your entry board in portrait or landscape orientation.

Please follow the size specifications.

ORIENTATION	ALLOWED ARTWORK SIZE
Portrait	20" x 22"
Landscape	24" x 18"

- Your artwork is a summary of your entry and **MUST** be contained on one single page.
- Artwork files should be a minimum resolution of 300 dpi @ 100%. Text must be minimum 8pt.
- Should not contain more than 200 words.
- Your names should not appear anywhere on your entry boards.
- Do not add any bleed or crop marks.

2. UPLOADING YOUR FILE

- We will only accept jpeg and or PDF files.
- File cannot exceed 100MB

Please make sure that you thoroughly check your file before confirming the upload.



SPECS

BUS KING POSTERS

18.54" X 4"



SPECS

BILLBOARDS

10" X 20"



GOOD LUCK

AND

HAVE FUN

