

## Student Cover Competition 2022

### The Brief

Dubai Lynx, in partnership with Campaign ME, calls for standout creative students from the MENA region to create the cover for the issue of the magazine containing its annual Radio and Audio Guide.

### The competition

The winning entry from our competition will be published as the cover of Campaign's May 29, 2022 issue:

### **The Audio and Radio Guide 2022**

You are designing the magazine cover:



All entries must be completely original work and will be judged by an industry panel. This is your chance to show the whole industry your creative firepower.

The cover will need to:

- Stand out – naturally
- Capture the imagination of our audience
- Be reflective of the MENA region (It's not essential, but we do like it when our magazine covers speak to regional readers specifically and reflect that the content is both for and about the region)

- Avoid cliches
- Talk to the cross-industry audience of marketers, agencies, media and tech professionals
- Seamlessly link with the themes within the “Audio and Radio Guide 2022”

Bear in mind:

- It will be the main cover of the magazine
- It's the cover for a print publication – this will be a test of your design skills in a traditional, paper product. Old-school!
- Your design and artwork must be completely original.
- Your design must include the Campaign Middle East masthead and it must maintain its size and placement.
- Your artwork must also account for a small postal bar code (so it can be scanned by the cashier of your favourite magazine shop). This will be applied to the lower left corner. You should not include a gap in your work for this but please consider what part of the artwork this may cover.
- Your artwork must contain the headline ‘Audio and Radio Guide 2022’
- It can't contain interactive elements (we love QR codes, but we don't have the resources to make an interactive cover)
- It must indicate what is inside this issue of the magazine
- The magazine is an English-language title
- It must entice readers to pick it up and open it
  - From the table in your office waiting area
  - From a crowded magazine stand in a bookshop
  - When it's lying on your colleague's desk and they are looking the other way

### The Issue

On Thursday, May 29, 2022, Campaign will publish its Radio and Audio Guide.

It will contain:

- Our annual listing of the UAE's radio stations (including information such as broadcast frequency, demographic appeal and top shows)
- Articles on all things radio and audio
- A listing of regional podcast networks

Radio, specifically, is a traditional media that has never gone away. Whether you listen in your car stereo on your way to work, on the office radio, over headphones at your desk or on your home hi-fi, it's there where you are. You grow to know your favourite presenters like friends, loving (or loathing) their personalities. Radio is (generally) local, personal, immediate and friendly. And for marketers it is affordable – sometimes too affordable, with advertisers neglecting to allocate enough resources to making high-quality radio ads.

Audio, in general, is having a bit of a renaissance. Cooped up inside over lockdown, we have all grown a bit fatigued by our screens and are open to other ways to get information, entertainment and education. As well as traditional radio, our speakers and headphones are alive with podcasts, audiobooks and music streaming services like Spotify and Anghami. And our audio devices are listening back. Amazon's Alexa, Apple's Siri, Google's Assistant and others offer a new way to interact with technology.

### The Rules

- By entering this competition, you agree that the materials submitted (artwork, imagery and ideas) are the original works of the entrant. The entrant further certifies that these original works, entirely, have not been previously published on any publication, in any format.
- Each entrant acknowledges and consents that any asset or material submitted in connection with Student Cover Competition becomes the property of Motivate Publishing FZ LLC and may be reproduced and published, archived and otherwise used without limitation by Motivate Publishing FZ LLC and its partners and affiliates.

### **Who can enter?**

- Students attending a university in the MENA region - aged 18-15 years
- Countries considered MENA (according to Dubai Lynx) *Afghanistan, Algeria, Bahrain, Comoros, Chad, Djibouti, Egypt, Eritrea, Ethiopia, Ghana, Iraq, Jordan, Kuwait, Lebanon, Kenya, Libya, Mali, Mauritania, Morocco, Mozambique, Niger, Nigeria, Oman, Saudi Arabia, Somalia, Tunisia, UAE, Westbank & Gaza, Western Sahara, Yemen.*

### **Any restrictions?**

- Multiple entries per student are allowed

### **Deadline**

The competition entry deadline is **10<sup>th</sup> January 2022.**

### The Specs

#### **Design specs: what you need to know**

Your design and artwork must be completely original. Your design must include the Campaign Middle East masthead and it must maintain its size and placement.

Your artwork must also account for a small postal bar code that will be applied to the lower left corner. You should not include a gap in your work for this but please consider what part of the artwork this may cover.

Your total page size ,including masthead, should be: 327mm(h) x 240mm(w). Please add 10mm bleed and crop marks across all sides. Required Format: JPG, 300 dpi, CMYK. Your entry can include English OR Arabic.