

Grey Health Group, Havas Health to sponsor the Young Globals

Grey Health Group and Havas Health will sponsor the third Young Globals student competition & internship programme. Both will support the competition as official corporate sponsors and mentor emerging young creatives by providing internship opportunities to this year's winning teams.



Gary Scheiner, chief creative officer, Grey Health Group, says, "The most exciting innovations and biggest transformations are happening in the health and wellness space. I'm excited for this new generation of talented marketers who will get to take full advantage of that."

"We believe in supporting talent of all ages and also recognise that the future is now - and that young people and innovators are helping us rewrite future standards of excellence. So we are proud to celebrate talent present and future with our sponsorship," said Donna Murphy, Global CEO, Havas Health.

The Young Globals is the only college/portfolio school competition for healthcare advertising that offers students an opportunity to submit their creative work, the chance to earn a prestigious Global Award, and the experience to test-drive their career in healthcare advertising. Launched to identify and recognise emerging creative talent from around the world, Young Globals introduces students to the rewards of working in the healthcare and wellness advertising industry.

"Healthcare advertising should be a destination career for the world's brightest young talent," said Robin Shapiro, group president, North America, TBWA\WorldHealth. "Through the Young Globals, we help students from the world's premier portfolio schools discover that their creativity has potential to change the world. It's a very powerful programme and we are grateful to Grey Health Group and Havas Health for their partnership."

The Young Globals competition is open to all college and university students, including portfolio centres that are exploring advertising, marketing, art, design, creative writing, technology or similar areas of creative focus. A creative brief is

provided to entrants as inspiration and students are offered the opportunity to create a speculative campaign. Students interested in exploring healthcare advertising as a career may enter either individually or as a two-person team.

This year's creative challenge targets diabetes

This year's creative challenge brief invites student entrants to create a multi-channel experience (print, social media, digital, etc.) for a leading (fictional) maker of diabetes medications to raise awareness about the link between unhealthy food choices, childhood obesity and type-2 diabetes.

The Young Globals award winners will receive a Global Award, have their work showcased at the 2017 award ceremony, and be given the opportunity to experience a paid internship (minimum of one month), based on their availability, at the sponsoring healthcare advertising agencies.

The sponsoring agencies' international award-winning healthcare advertising chief creatives and their team will judge all entries submitted to the Young Globals. The Young Globals award-winners will receive a Global Award and be given the opportunity to experience a paid internship with a minimum of one month, based on their availability, at one of the sponsoring healthcare advertising agencies. Award-winners will be honoured at the 2017 Global Awards ceremony.

The deadline to enter the Young Globals is 1 March 1 2017. The entry fee is \$40. To enter, click [here](#). For more information visit www.theglobalawards.com.

For more, visit: <https://www.bizcommunity.com>