

## Young Lions Competitions Kazakhstan 2014

CATEGORY: CYBER

### THE BRIEF

#### THE CLIENT

**NEXT Entertainment Centers** - a modern and high-tech place of entertainment for every family member starting from age of 2. It's the place where adults and kids can have fun either separately or together. NEXT means - "coming, ensuring, following", that expresses the main focus of our entertainment centers: be always modern and original for our visitors, search and apply new technology, games and gadgets, to amuse and entertain in new ways.

We have identified 5 core fields of entertainment in our centers: Family, Motion, Console, PC, Party.

**Family** – entertainment for children from 2+ years, best opportunity for parents to spend their time as they like while their child is busy. In these areas we use motion - playing the Xbox Kinect, the games on iPads, real toys, as well as active play areas - air guns (shooting with soft balls), swings. Each family area has its own children's animator who invents fun venture for children while watching after them.

**Motion** - dances, sport events, adventures in video games on the move. Best selection of latest video games on the Xbox Kinect.

**Console** - popular video game consoles on the new Xbox and Sony PlayStation.

**PC** – computers with the most powerful configuration, which presents all new items in the gaming industry. Each gaming space is arranged very comfortable and equipped with top models of gaming devices.

**Party** – Events for young people, families, gamers, karaoke, games for companies from several people. Perfect area for holding children's birthday parties and family events.

#### THE BRIEF

**Problem.** Modern entertainment for Almaty families usually comes to one of the following: going outdoors, eating out in city cafes, going to cinema, going to Happyton-like areas. In any of these parents cannot get their kids attracted well enough by some activity for a long period of time. Kids quickly get bored and start annoying parents. Parents do not have enough time to enjoy what they need themselves – be it socialization with friends, reading a book, surfing Internet, enjoying a nice cup of coffee or other. They feel that they must find another point of attraction to their kids which ends up with parents feeling like babysitters and not spending good time. But weekends are for all – for kids and their parents too.

**Solution.** Next Entertainment Centers were developed with the goal to inspire and aspire kids of all ages. Our concept of multilevel entertainment (Family, Motion, Console, PC, Party) guarantees that a kid of any age (starting from 2) will have as much fun as he/she wants. They will not get bored and ask parents to go home. It's parents who ask them to go home finally. Parents can leave the kids in the center under security control and do whatever they want – chat with friends, eat & drink, go shopping or even play the games their kids love (FIFA, DOTA, Minecraft, etc) from any number of minutes to any number of hours. The busier kids are the happier parents get. All they need is to insert Next centers into their family weekend entertainment list.

**Key thoughts for you to know:**

1. We work in the hippest Shopping & Entertainment Malls (Esentai, Almaly, Aport, Promenade, Sputnik) covering whole Almaty map;
2. We have own food & snacks (from kids favourite French Fries, Hot-Dog and Coke to adults favourite salads, cookies and coffee);
3. Our animators are trained to work with kids from age of 2.
4. There are zones and games for physical activity to develop and entertain kids of different ages.
5. There are business lounge zones to help parents feel relaxed and separated from game world.
6. Birthday parties at Next centers become very popular feature among kids and their parents.
7. High speed Wi-Fi is available at any part of our centers.
8. We are open 24/7.

**The key message** is to communicate that Next Entertainment Center is a fun place, which guarantees that your kids will be very busy during the time you need for yourself.

**Deliverables.** An integrated campaign on a presentation page that will be judged by the Cyber Jury and must include the following:

1. The use of up to 3 social media platforms (in JPEG format, one JPEG for each platform)
2. Written submission of the campaign including:
  - Campaign summary;
  - Creative insight - How can creativity help solve the problem using social media platforms and technology?
  - What is your solution? - The platforms, technology and tools used and why?
  - How will it work? - How will the social media solution help answer the brief and solve the problem faced by the client?

*Each part should be no more than 150 words*

3. An image summarizing the campaign (in JPEG format).

**The format and content of the presentation page is presented at the last page of this Brief.**

### **Target Audience:**

#### Primary

Almaty parents 30+, mostly male, they are too young to forget about themselves and do only babysitting. They are from generations that are very familiar with playing PC/Console/Internet games and surfing Internet. They are very keen on spending time in social media, mostly Facebook (68% men, 32% women) followed by Vkontakte (74% men, 26% women). These are the most receptive media for them.

#### Secondary

Their kids under 16 years old.

### **Tone of voice:**

Playful.

### **Mandatory inclusions:**

- Logo;
- Use of our current accounts in Facebook and Vkontakte:
  - <https://www.facebook.com/NEXT.kz>
  - [https://vk.com/next\\_kz](https://vk.com/next_kz)

***All work created as part of the Young Lions Cyber Competition Kazakhstan remains the property of the Organizer.***

**No names, logos or any kind of information about participants on the presentation page, please. The presentation page must be transferred via WeTransfer file sharing service. Internet link for the download must be provided to: [info@younglions.kz](mailto:info@younglions.kz) / [info@a-3.kz](mailto:info@a-3.kz) until 21-00 of Astana time, 19 April 2014.**

**Filename must start from CyberXX where XX is the number of your team.**

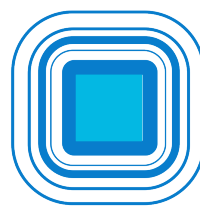
**Criteria for the Cyber Jury to be considered by your team:**

- Created with the insights taken into account.
- Delivers a key benefit of the product/service.
- Fully exploits the potential of social media and its technologies.
- Corresponds to the requirements and mandatories.
- If the idea is original for the category.
- If the idea is original for the market overall.
- Created in time (faster than the others).

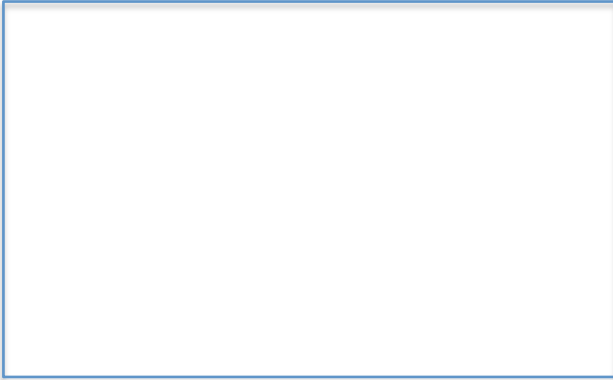
**Good luck, future Lions!**

**Bronze Sponsor of Cyber category**

**NEXT** <sup>®</sup>



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**SUMMARY SLIDE****INTEGRATED SOCIAL MEDIA CAMPAIGN  
SUMMARY (max 150 words)**

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**WRITTEN SUBMISSION**

<b>Creative insight (max. 150 words)</b>	<b>What is your solution? (max. 150 words)</b>	<b>How will it work? (max. 150 words)</b>
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**SOCIAL MEDIA PLATFORMS**

Platform 1

Platform 2

Platform 3

