



The Anti-Piracy Initiative "Clear Sky" and All-Ukrainian Advertising Coalition invite creative agencies and everyone wishing to participate in the contest for the idea of a social advertising campaign in defense of the intellectual property in Ukraine.

Ideas for the contest will be accepted until September 25, 2018

Fill in the application form at: <https://goo.gl/forms/J0dF6TZUEgrYgzKo2>

Contest name: **“Intellectual Property Is Still Private Property”**

Brief.

Type of materials	Advertising campaign, the main carrier of which is an advertising video clip.
Target audience	13-50-year-old people, regularly consuming movies, serials, music, books from the Internet

Brand	The idea of intellectual property protection
Message	Do not help pirates make money by theft
The main differences (shticks), which we sell	Authors should receive money for their works. Free use of someone else's intellectual property is a theft. Piracy leads to negative consequences - producers cannot film, domestic cinema does not develop, whole creative industry suffers. If we talk about the side effects of the piracy, it is the reason why the US includes Ukraine to the List 301 and deprives the Ukrainian exporters of the economic support.
Emotions, mood	To inspire to refuse the pirated content consumption and to seek legal services.
Important notes	The presentations of communications strategy campaigns may consist of: the idea + video clip storyboard + communication channels + any other creative hints. For rotation the video clip must comply with the definition of "social advertisement" and also technically and artistically be suitable for the television.

The results of the contest will be announced at [Ukrainian Creative Week](#)

For more information, please, contact the “Clear Sky” Initiative.

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