

# Cannes Chimera Initiative creative brief launched

Cannes Lions and Bill & Melinda Gates Foundation have launched the fourth Cannes Chimera Initiative creative brief, which closes for entries on 1 August 2014.

The new brief is part of a creative competition that identifies innovative communications concepts that can help build public awareness and support for solutions to critical global development problems.



In Partnership with

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## Innovative concepts

It calls on the global creative communications industry to propose innovative communications concepts that can inspire Millennials - the largest, most interconnected, most technologically sophisticated generation in human history - to be part of the generation that eliminates global health and development problems for good. The concepts must be able to cause a measurable increase in Millennials' attention to global health and poverty issues

and give them a way to get involved in these urgent challenges.

"Cannes Lions provides the ultimate springboard for this new brief. Key elements such as the 1000 strong young creative delegation, dedicated TechTalks and Innovation Day, alongside the fact that thousands of the most creatively minded people in the world are in one place, combine to create an unbeatable environment from which to do this. The fact that they can take this and use it to change the world is a powerful concept," comments Philip Thomas, CEO of Lions Festivals.

## Long-lasting change

The Cannes Chimera will select up to ten winners and award them with a prize of up to \$100,000. Winners will be eligible to participate in a grant-funding project with the Bill & Melinda Gates Foundation. Winners will also receive an exclusive invitation to attend a complimentary workshop at the Gates Foundation in Seattle, where they will receive mentoring from the previous year's Cannes Lions Grand Prix winners. Participants will have approximately six months to develop and pilot their ideas in order to show proof of concept, which is required for phase two funding consideration.

"Millennials have an opportunity to create long-lasting global change," said Tom Scott, director of global brand & innovation for the Bill & Melinda Gates Foundation. "However, we haven't found enough ways to tap into their creativity and desire to make an impact on the biggest problems in the world. This competition will help us and the global health and development sector to partner with Millennials in ground-breaking ways."

For more information, go to [www.canneschimera.com](http://www.canneschimera.com) or view video:

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