



# YOUNG MEA 2022 CONTENDERS



# ENTRY GUIDE

Entry deadline 17 March 2022

# ABOUT THE AWARDS



The world of brand design and strategy is brimming with excellent young talent.

Transform's Young Contenders programme recognises those who are making their mark in the formative stages of their careers. It benchmarks the next generation of strategic, creative and innovative brand specialists. It celebrates those who are shaping our future brands as well as identifying those companies who understand the importance of investing in the leaders of tomorrow.



Now is the time to recognise and reward your staff and to highlight what makes your approach to their development different.



# WHY SHOULD I ENTER?

Only the trailblazing strategic, creative and client-facing brand specialists are named Transform's Young Contenders.

Those who make it have challenged existing best practice or conventional thinking and have crafted new solutions in rebranding and brand development. Those selected for this prestigious list stand out as the most promising of their generation of creative and strategic thinkers. Entrants can be based in-house or in an agency.

All shortlisted nominees are invited to celebrate at the awards presentation in Dubai, May 2022.



# KEY DATES

**Entry deadline**

**17 March 2022**

**Judging**

**April 2022**

**Awards ceremony**

**May 2022**

*at Transform Awards MEA 2022*

# ENTRY FEES

**Entry fee \$200 USD**

Each nominee receives a complimentary ticket to the Transform Awards MEA 2022, should they be shortlisted.

Tickets will be available to purchase for nominators and guests attending the awards.



# NOMINEE BENEFITS

- ★ Being named as one of Transform's Young Contenders, could lead to a promotion or new opportunities.
- ★ The award is a recognition of the personal achievements of the nominee and serve to inspire other young professionals.
- ★ It is an esteemed award for the nominee to include on their CV and LinkedIn profile.
- ★ The award is an opportunity to raise your company or individual profile.
- ★ The nominee will be acknowledged at the awards presentation where they can meet their peers and make industry connections.
- ★ The nominee will be included in a press release sent out by Transform magazine announcing the winners.
- ★ The nominee will be featured on Transform's website and social media.
- ★ The nominee will be featured in the editorial coverage in Transform magazine.
- ★ The nominee will receive a trophy and winner's logos.



# ORGANISATION BENEFITS

- ★ The opportunity to make employees will feel valued, appreciated and rewarded.
- ★ Recognising and appreciating employees is one of the best ways to boost morale and keep your workplace environment positive and productive.
- ★ The opportunity for the organisation to be viewed as one that promotes talent from within.
- ★ The opportunity to gain the reputation of being a company recruiting and investing in the best young talent in business.
- ★ The opportunity to raise your organisation's profile.
- ★ The opportunity to improve your employer brand and stand out in a competitive marketplace.
- ★ The organisation will be included in a press release sent out by Transform magazine announcing the winners.
- ★ The organisation will be featured on Transform's website, social media and will get the editorial coverage in Transform magazine.



# HOW TO ENTER

Your entry into Transform's Young Contenders programme can be written and designed in a way you feel most appropriate.

However, we ask you to incorporate the mandatory questions within your entry statement. Our judges will also look for evidence or tangible examples of where an individual has been strategic or creative within their role.

Any videos, imagery and design work need to be included within the entry. You may include links to file sharing sites, Vimeo, YouTube links etc.



## 1. ENTRY FORM

Name

Job Title

Company

Email

Telephone number



## 2. ENTRY STATEMENT

Please incorporate the mandatory questions mentioned on the next page in your entry statement.

## 3. SUPPORTING MATERIALS

Don't forget to support the entry with links, blogs, pictures and videos. Also include passwords to restricted content.

Please note your entry file should be 10MB or less.

# HOW TO ENTER



## QUESTIONS FOR ENTRY STATEMENT

- ★ State why you should be included within the Young Contenders Programme. If you are applying on behalf of a candidate, state why you are proposing this person. Why do they/you deserve to be on the list? (200 words)
- ★ Please outline key achievements that will help you or the person you're proposing stand out from the crowd. The judges will want to know how you/they have gone about these achievements. (200 words)
- ★ Please include any key endorsements or statements from clients or colleagues. Please note that we may use these comments in the winners' supplement. (max 500 words)
- ★ What do you think you or the candidate proposed would gain from being included in Transform's Young Contenders?
- ★ What do you or does the candidate want to achieve in the future? Personal or career goals? (200 words)
- ★ Please include a description of a project or evidence of your/their excellence written either as a short 200-word case study or submitted as supplementary material (i.e. imagery)





# FAQS

## What is the age requirement for Transform's Young Contenders candidates?

To be eligible for consideration in Transform's Young Contenders nominees must be aged 30 or under on 31 December 2021.

## How do I nominate someone for Young Contenders?

To nominate someone click the 'nominate' tab in the menu bar above, from this page you will be directed to a form where you are to complete the details and attach your PDF submission.

As a nominator, we require your nominee's name, job title, phone number, e-mail address and an explanation as to why you think they are a suitable candidate for Young Contenders.

## Who can nominate a candidate?

Anyone can nominate a candidate who they feel is eligible for Young Contender status.

## Can I nominate myself?

Yes, you can. However you will need to provide a testimonial from your line manager, client etc.

## Can I nominate more than one person?

You can nominate as many people as you'd like.

## Can I nominate a group or a pair of people as co-nominees?

Sadly not. This awards programme recognises an individual's achievements, merits and successes.

## What makes someone a good candidate for Transform's Young Contenders?

Candidates should be passionate about brand development and display exceptional talent and potential and have demonstrable achievements in the field. They can be based in-house or at an agency in a strategic or creative role.

## Will the nominees be told who nominated them?

Yes. The nominees will be told that they were nominated.

# FAQS

## Does being nominated multiple times help my nominee?

No, it will not benefit the nominee or strengthen their case.

## Are there any geographical restrictions?

Entrants must be from the MEA region. Please see the eligibility and rules section for eligible countries.

## How are the Young Contenders selected?

A judging panel including senior branding professionals will convene to assess all the entrants. This gathering will debate the merits of the candidates, weighing their achievements until they find this year's outstanding candidates.

## Who are the judges?

The Young Contenders selection panel will be announced in due course and details are available on the website, on the judges' page.

## When will I find out if I have been selected as a Young Contender?

Those who are selected for this years Young Contenders will be contacted in April 2022.

## What happens next?

Candidates are invited to join their industry peers at the awards presentation hosted by Transform magazine in May 2022. Those who are entered (the nominee) into the awards will receive a complimentary ticket to the Transform Awards MEA 2022 ceremony, should they be shortlisted. Additional tickets are available to purchase for nominator, colleagues, family and friends to join their nominee on the night.

## Will I get a trophy?

Yes. Successful candidates will be presented with a trophy.

**ENTER NOW**

Feel free to contact Beth at [bwilkie@transformmagazine.net](mailto:bwilkie@transformmagazine.net) or call +44 (0)20 3950 5356 for any more information or help with your entry.