

# #WHYVOTE – USA YOUTH ENGAGEMENT CONTENT COMPETITION





## Creative Conscience socials

-  /creativeconscience
-  @ccchangemakers
-  @ccchangemakers
-  /creativeconscience
-  @ccchangemakers

Sign up for Creative Conscience [news](#) and [blogs](#)

Visit our website [here](#)

## VoiceBox socials

-  @voiceboxsite
-  @voiceboxsite

Also visit the VoiceBox website [here](#).

**Creative Conscience** is a global platform and charity that engages, rewards, supports and trains young creative thinkers to apply their talents to social and environmental issues to create a fairer, healthier, more sustainable world. This is achieved through global design competitions, educational workshops, training programmes and events.

**VoiceBox** is an international content platform and social enterprise for young creators. It publishes a wide variety of content, ranging from entertainment to world events to challenging subjects. All creators are paid for their work, which is often presented to influential stakeholders who have the power to make change happen.

## The challenge + the opportunity

In the run up to the US presidential election, we want to encourage young people to use their voice through voting and engaging with democracy.

Many young people feel that politics isn't something they can engage in, often because they don't feel represented or they feel disconnected from the way politics works. Encouraging young people to engage requires particularly **eye-catching**, **informative** and **accessible content** to overcome these barriers.

That is why we are launching a **social media content competition** to create an exciting and accessible youth-led campaign. We're asking young people to create communications to encourage their peers to **engage, register and vote**.

We are looking for a suite of material, for social media posts to answer the question "**Why vote?**" - encouraging voter registration and participation from young people, many of whom will be eligible to vote for the first time.

A selection of submissions will be awarded **\$20** and **showcased** on VoiceBox + Creative Conscience platforms and across our associates communities in the months leading up to the US election. Winning submissions will receive cash prizes and a feature across multiple social media socials and blog posts.

## Cash prizes for winners + contributors

## Key dates

**1ST AUGUST 2024**

Competition opens

**19TH SEPTEMBER 2024**

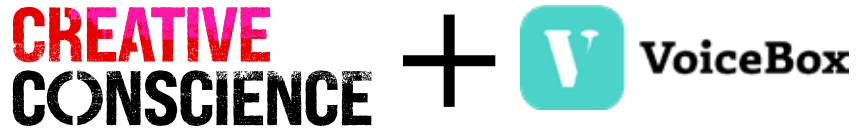
Submissions close

**19 SEPTEMBER 2024**

Judging begins

**OCTOBER 2024**

Winners are announced



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## Why?

In the US, young people are less likely to vote than older generations. Voters aged **18-34** will make up over **40 million potential voters** in 2024, nearly **one-fifth** of the American electorate. More than ever, we need young people's fresh perspectives, and ideas to encourage the thier generation to make their voices heard and values considered this election. It is critical in shaping the nation's future.

You deserve to feel empowered to speak up on issues that affect your life, which is why this competition aims to **amplify young people's voices** and help them gain the confidence to get involved in politics. We invite you to **use your creativity** to support other young people in their US Election journey.

(Source [HERE](#).)

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## The brief

For this competition we're looking for talented content creators who want to have their voices heard, around the importance of voting and democracy - with cash prizes / media exposure for doing so.

**Open to anyone from anywhere - aged 17+ and in full time education, or graduated in the past 3 years**

**Please create at least one of the following formats...**

- 01.** Three graphics to be used together on social media (such as in an Instagram carousel)
- 02.** Short video (can be animation, film, motion graphics), NOT party political MUST be about democracy - no more than 90 secs - for use on IG/TikTok or other channels - loaded onto Vimeo or Youtube to view.
- 03.** Vlog (video diary, thought piece, interview), NOT party political MUST be about demoracy - no more than 90 secs - for use on IG/TikTok or other channels - loaded onto Vimeo or Youtube to view.

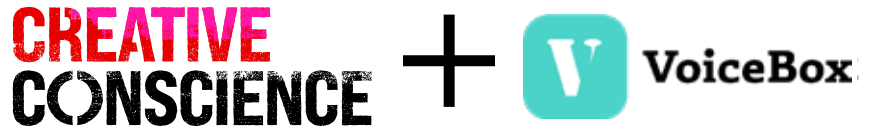
If you don't fit into one of these categories and would like to enter the competition, please get in touch with us, and contact [hello@creative-conscience.org.uk](mailto:hello@creative-conscience.org.uk) if you have any design or tech related questions.

**Make a page or multi page pdf of your final designs, and / or send us up to 3 jpegs of your work, fill in a simple on-line form with links to any video content. Then enter for FREE download the brief and enter [HERE](#)**

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## KEY OBJECTIVES

- 01. Raise awareness among young people about the upcoming election**
- 02. Increase youth voter registration**
- 03. Support young people to understand how elections work**
- 04. Encourage purpose-led design**
- 05. Create a series of creative materials or VoiceBox, Creative Conscience + associated partners that can used for USA presidential election**



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## Rules + guidelines

- **All resources need to include the QR code** to allow young people to register to vote.

## Social media post dimensions

- Instagram story and reel: 1080 x 1920 px (upload as a jpeg)
- Instagram post: 1080 x 1080 px (upload as a jpeg)
- X (formally Twitter): 1600 x 900 px (upload as a jpeg)
- Optional: Video dimensions: 16:9
- Max video length: 90 seconds.
- Total maximum of files sizes submitted to be no more than 10 MB with a link to the video (where relevant).
- Only use royalty free photography or images you have taken or have permission to use
- The materials could be different from each other, but there should be an overarching campaign style that ties them together visually.
- **Materials should be non-partisan, meaning there should be no mention of specific political parties/political issues or bias.**
- **Do not include any dates or information that will date the materials, such as registration or election day dates, current political leaders or current news stories.**
- **Any facts or statistics used must quote the source in a footnote**
- **Please use this QR code in all designs.**
- **DOWNLOAD THE WHY VOTE BRIEF + QR CODE then ENTER [HERE](#) before or by 19.09.2024**
- By entering this competition you will be giving consent for Creative Conscience and VoiceBox to store and use the information given on the entry form for the purposes of taking part in the #WhyVote? Competition. Your information will not be shared with a third party.

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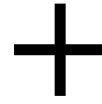
## Branding / Design Styles

Designs should be in line with the guidelines attached. We have included some guidance in the moodboards attached.

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## Please use this QR code





## Visual Styling - Colours, Moodboard + Infographics

### COLOURS

Please ONLY use a selection of colours from this palette



HEX #FFFFFF



HEX #000000



MAGENTA #F916CE



LIGHT GREY HEX #A8A8A8



GREY HEX #606060



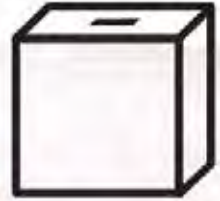
BLUE HEX #32B280

SIMPLE BOLD INFOGRAPHICS with textures + or bright bold colours from this palette with greys, black and white



## FUN + EYE CATCHING!!!

STYLE BOARD



THESE ARE EXAMPLE IMAGES



### THIS NEWS-PAPER IS NOW A POSTER.



### GRAPHICS



**Visual Styling - Typography, Photography + Illustration**

**TYPOGRAPHY**

Please use a type face from the list below or a similar san serif condensed font in CAPS, for your designs. Reverse out if you wish.

**TRADE GOTHIC BOLD**  
**HELVETICA NEUE BOLD**  
**ARIAL NARROW BOLD**



**POSITIVE**  
**CALL TO ACTION**



**COLLECTIVE**



**DIVERSE**



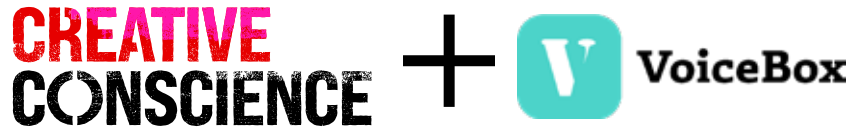
**PHOTOGRAPHIC IMAGES**  
**+ ILLUSTRATIONS**

Please use BLACK + WHITE or DUO TONE PHOTOGRAPHIC IMAGES ONLY. Royalty free, inclusive, diverse, engaging, empowering, fun and or simple graphic illustrations. Make sure your designs have a Call to Action + include the QR Code.



**ENGAGING**

**EMPOWERING**



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## How will your project be rated

High-profile judges with expertise in politics, design and education will select the winning materials. Designs will be rated on the strength of:

- Creative concept & originality
- Visual impact of design
- Clarity of communications
- Accessibility
- Accuracy

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## Winners prizes

First Prize - **\$100**

Second Prize - **\$50**

Third Prize - **\$25**

Any additional standout contributions chosen for the VoiceBox site will be paid **\$20**.

In addition to cash prizes, the winning entries and worthy mentions will feature on both Creative Conscience and VoiceBox's social platforms and channels.

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## Judges Whyvote USA:

**Natalie Foos**  
Director VoiceBox

**Chrissy Levett**  
Creative Director Creative Conscience

**More to be confirmed**

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## Judges Whyvote UK

**Alistair Campbell**  
Communicator, Writer and Strategist

**Trevor Robinson OBE**  
Founder Quiet Storm

**Baroness Nicky Morgan OBE**  
Former Secretary of State for  
Education

**Tyla Grant**  
Creative Strategist Youth Ambassador

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## Legal + ethical considerations

- All music, images or footage used in your submission must be royalty free, and if it is royalty free material, please reference its source in your entry.
- Please do not film footage of any persons or private spaces without the person and/or owner's written permission.
- Please obtain consent and discuss considerations if you intend to shoot footage that includes people.

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## Conclusion

**TOP TIPS:** Enjoy creating something with meaning and positive purpose. Make it age and audience appropriate, keep your messaging clear, don't be afraid to be bold and simple. Get passionate about the project - passion is proven to be linked with successful outcomes. Collaborate and test your ideas out, be curious and ask questions.

We look forward to receiving your submission. Any questions, please contact Creative Conscience on [hello@creative-conscience.org.uk](mailto:hello@creative-conscience.org.uk)