

# The Nods

## The Big Idea 2020: Student Award

Giving a nod to great creative work,  
organisations and people

# THE BRIEF



## **Client**

Fight for the rights of the Lollipop man/lady

## **Target Audience** *(who are we talking to?)*

Lollipop sympathisers. Teachers, parents, schoolkids who 'get' the value of the lollipop holder on their school watch.

## **Objectives** *(what do we want this advertising to achieve?)*

Create awareness of the discrepancy between the importance of the lollipop and what they are actually paid.

It's a national disgrace.

Frankly, it's ageist.

Consequently, get the target audience to sign the Petition to improve the lot of the lollipop man/lady.

## **Proposition** *(the core message)*

Lollipopers rights' suck.

## **Support** *(how can we justify the above claim?)*

- Huge responsibility.
- Shit working conditions.
- Shit pay.
- Loads of abuse from disgruntled (late running) car drivers and white van men.
- Look like dicks in their uniforms and carrying lollipops.

## **Tone Of Voice** *(how to express the above)*

Campaigning. Aggressive. Challenging. Outraged.

## **Desired Response** *(how we want people to react)*

"Poor old buggers. They deserve better. I'm going to stand up for them and sign that petition."

# BACKGROUND INFO



## Useful background information

A recent ad for a lollipop man (more politically correctly known as a school crossing patroller) in Dumfries advertised a 38 week a year job at 7.5 hours a week, two shifts a day for the princely salary of £2,972 a year. That's £10.42 an hour.

It comes with a heavy burden of responsibility;

- patience and the ability to remain calm in stressful situations
- the ability to work well with others
- the ability to work on your own
- sensitivity and understanding
- the ability to accept criticism and work well under pressure
- excellent verbal communication skills
- knowledge of public safety and security
- thinking and reasoning skills
- to be able to carry out basic tasks on a computer or hand-held device

And, they need to pass enhanced PVG checks.

In addition;

Employers will expect you to work without supervision. You'll need to have some physical stamina, as you'll be standing outside for long periods in all types of weather. You may have to complete a medical questionnaire and take an eyesight test as part of the recruitment process

But it's a varied role. Your day to day tasks might include; deciding when it's safe to stop traffic using a school crossing patrol sign (lollipop) to give clear signals to drivers and pedestrians helping children and adults to cross the road safely controlling children who are waiting to cross the road operating the hazard lights at or near crossings and reporting any faults reporting to your supervisor or the police when vehicles disobey the patrol completing paperwork on accidents or incidents that happen on duty attending court as a witness to incidents

In short, £ for £ it's one of the most responsible jobs in the land for a paltry return.

We want to run a campaign to double the salary of the traffic warden, after all, US Crossing Guards earn between \$16 – 24,000. That's at least 5 x as much.

# ENTRY GUIDELINES

THE NODS

## Requirements

A multimedia campaign that works in advertising and in the streets. But also a name for the campaign and the petition as a starting point.

All media can be considered.

Ideally this should be a mixed media campaign including some form of broadcast advertising, print (i.e. press or magazine) and outdoor.

## Some important stuff

- There is no fee to enter.
- You may enter as an individual or as a team of two.
- You can only enter one Big Idea.
- Entries must be uploaded to The Nods website on Monday 23 March 2020 by 23:59
- The judges' decision is final and no correspondence will be entered into before or after the competition.
- A cash price of £1000 will be awarded to the winning entry

[www.thenods.co.uk/register](http://www.thenods.co.uk/register)

Need help on the entry process? Email [thenods@luxevents.co.uk](mailto:thenods@luxevents.co.uk)

## Key Dates

Entry Deadline	Monday 23 March (23:59)
Judging	Early April
Shortlist Announcement	w/c 16 April
Awards Night*	Thursday 7 May 2020, BAaD, Glasgow

\*Save the Date. Shortlisted students can attend free of charge.

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