

# YOUNG LIONS COMPETITION



Heineken® × SK GREAT MOMENTS AT  
THEIR GREATEST

CREATIVE BRIEF – FILM CATEGORY

**The Brief:**

Young South Africans love stories, culture and moments that move them.

Cinema remains a powerful cultural space, this brief invites you to explore the role cinema still plays in people's lives, and how it can continue to matter for a new generation.

We're looking for ideas that build emotional relevance and offer a fresh take on the cinema category.

**The Task:**

Create a film-led idea that explores why cinema matters in the lives of young South Africans beyond block buster films, formats or technology eg, IMAX, Cine Prestige or D-Box.

Develop a 45 or 60-second commercial that reconnects audiences emotionally with the cinema experience, in a way that feels honest, fresh and true to how young people live today.

**You are Not expected to:**

- Represent all youth
- Solve the cinema category
- Be definitive or universal

**You just need:**

- One insight
- One emotional truth
- One point of view

**Target Audience:**

Young South Africans aged 18 – 30 who are socially and digitally connected who love movies but don't always prioritise going to the cinema.

**The idea should:**

- Reflect South African youth culture with warmth, optimism and authenticity
- Offer a fresh perspective on the role cinema plays in people's lives
- Create a meaningful connection with the audience
- Feel human and relatable, rather than promotional

***This is not about proving cinema is better. It's about expressing why it still has a place in our lives!***

## **Deliverables**

Teams must submit:

- One 45 or 60-second film concept
- A short presentation explaining the thinking behind the idea (max 4 slides)

The winning work may be featured on Ster-Kinekor cinema screens nationwide and across our social platforms.

## **Logo Usage:**

Ster-Kinekor Great Moments logo lock-up

