



Impact Creative Brief - AfroYanga 2023 Background

AfroYanga brings 2023 Creative Guru Competition to inspire and attract diverse talent into the creative industry.

AfroYanga (meaning LGBT Pride) is an annual pride event that celebrates LGBTQ+ Migrants, Asylum Seekers, and Refugees of African descent in the U.K

Sponsored by Impact Creative Recruitment and in collaboration with Living Free U.K

The Challenge: Create an Awareness Campaign for AfroYanga 2024

Competition Submission Criteria: LGBTQ+ Migrants, Asylum Seekers, and Refugees of African descent living in the UK, has right to work and 18+

Objective: Design a set of campaign materials including:

- Print Ad
- Digital Banner
- Be sure to reflect and adopt appropriate use of language, culture, and colour palettes used to represent the LGBTQ+ African community across the globe.
- Look at how other successful Pride celebrations are rolled out and reimagine a fresh concept of how to adopt best practices in terms of awareness, engagement, and impact.
- The identity for the campaign should be clean, bold, powerful, and impactful.

How to Apply

All applications to be submitted in PDF format using your preferred software application (e.g., PowerPoint, google slides, CorelDraw etc) via www.livingfreeuk.org/competition

These applications will be reviewed by a panel of Creative Judges

Prizes:

- 4 – 6 month Paid internships with leading creative agencies
- Runner up prizes including work experience placement.

Deadline: 25th June 2023

Sponsored by
IMPACT

In collaboration with
 **LIVING FREE UK**