



Competition Brief

Project SHOUT is the brainchild of Campaign Director, Robert Lyon, who was inspired to raise awareness after hearing the heartbreaking story of Stacey Rodgers who lost her son Dominic to carbon monoxide poisoning. Rob realised that so much more needs to be done to make people aware of not only the life threatening dangers of carbon monoxide, but also the low cost solution that could save their lives.

First launched in September 2015, Project SHOUT is a national campaign to raise awareness of the dangers of carbon monoxide and show the real importance of installing a carbon monoxide alarm.

This year the campaign moves into the next phase and we need your help to SHOUT louder about the cause.

So why enter? It is less why should you enter and more why wouldn't you! This competition gives you the opportunity to follow a real brief, have your creation displayed in London and mingle with industry experts.

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Project SHOUT University Challenge is asking students to creatively depict the dangers of carbon monoxide through creative mediums.

As part of the competition there are three categories you can enter;

- Film and animation
- Photography
- Art and graphic

For each category we want students to think about:

- Applying creative practice to draw attention to the cause
- Using innovative tactics to spread awareness
- Engaging the audience and leave a memorable impact
- Showing who can be affected by the gas
- Showing where the gas comes from
- Indicating how lives can be saved

The overall winning entry will receive an incredible £1,500 to spend on anything they want! They will also have their creation displayed at an exclusive London event.

Category winners will receive £500

Category runners up will receive £50

All winners will also be invited to London to the awards ceremony in September.

To submit entries students need to visit: www.projects shout.com

Submission opening date: 6th January 2017

Submission Deadline: Midnight 4th May 2017