**High Five Brief**

*We want to see your pick of the best five pieces of work from your country in the past few months. It’s as simple as that! We think the best way for LBB to really get the international advertising and marketing communities inspired by great local work is to get the local experts involved!*

**Please provide:**

- A short first-person intro to the article introducing the creative author and the selection of work you / they have chosen. This is a great opportunity to find a **common theme or link your choices** to entice readers in

- Any **agency & production credits** for the works mentioned (this does not have to include individual people – just the main companies involved in its making)

**There are a couple of rules to High Five…**

1. Behind the scenes, we’ve got a very carefully worked out calendar for High Five so please make sure to **submit everything by the deadline**. If you won’t be able to make the deadline, please let us know **seven days before.**
2. Pick **FIVE** fantastic pieces of current / recent work from your local market that you think are great and the world should know about. Work should be current, released within the last **three months max**. It doesn’t have to be Grand Prix level - we are really looking for work that's exciting, entertaining and sheds a little bit of light on what's happening locally. If the work isn’t in English, please try your best to provide subtitled versions.
3. You can include **one piece of work from your agency** but no more. This is about generosity of spirit and championing your local advertising / marketing community. And we promise, the more love you share, the more love you’ll get.
4. For each piece of work that you pick, please give us an explanation about why you loved it. Try to **aim for a paragraph** (about a hundred words, though if you have more to say, go for it!)
5. If it’s something that has a particularly local insightthat international readers won’t understand, please incorporate that into your write up.
6. You can share creative marketing work from any medium. We are guessing that most will be TVC / online films, but **don’t feel confined to this**. If it’s an interesting activation or digital campaign - or bit of innovation even - feel free to share. We know that these campaigns won’t always have video to go alongside it, so a photo and relevant links are fine. Also, equally, **don’t forget more traditional mediums** - a beautifully designed bit of outdoor or a phenomenally written radio spot are welcome too!
7. Please **share links to work** and the **names of the companies** behind the work.

Looking forward to hearing from you!