

Shoot Lulu Castagnette's viral video for its 15-25 years old audience

Shoot Lulu Castagnette's viral video: win 7000€

Context :

LuluCastagnette is known for its baby and children line of clothing but less for its young women 15-25 years old collection.

The brand would thus like to reinforce its positioning for this target audience.

LuluCastagnette is today a large and diversified panel of 22 product lines (sunglasses, mobile phones, watches, house linen, handbags, perfumes, lingerie etc...).

The brand is looking for a video adapted to this young women target which will help it to evolve its image through a viral internet campaign.

Length :

Less than a minute

Format :

Upload a web version but keep and HD version to submit to the client.

Brief :

In less than a minute, through a vivid video, fresh, bold, daring, impertinent and French, show your vision of LuluCastagnette for young women portraying the brand's values.

You can of course use the Teddy bear or other LuluCastagnette accessoires.

Your video should reflect the universe/life/reality of 15-25 years old women who like fashion without being too cliché. DO NOT MAKE AN AD, be creative and enjoy yourself, the brand is definitely ready to play around its image.

Brand Values

LuluCastagnette is impertinent, fashionable, but not cliché. The brand is represented by its emblematic Bear, emotional symbol that the brand maintains with its customers. The key words are: fashion, freshness, tenderness, impertinence, playfulness, femininity, joyfulness and "French touch".

Constraints

Use free of rights music.

Using LuluCastagnette 's graphic guidelines in your video is a plus.

Elements

Product packshots (optional) [are available here](#).

Prizes :

The jury will award a winner with a 7000€cas hprize and whose video will be the communication base of the brand on the web though a viral campaign.

1st Prize : 7000€

Deadline the 05/02/09