

4A's
PHILIPPINES
CANNES LIONS OFFICIAL PHILIPPINE PARTNER



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G) GCash

Young Kidlat STUDENT COMPETITION 2025

OFFICIAL ENTRY KIT





Hello Young Kidlat Teams!

The **4As PHILIPPINES** is a non-profit organization composed of various advertising agencies whose common objective is the promotion of and development of the advertising agency business in conjunction with the advertising industry's goals.

The **Creative Guild** is a sub a sub-group under the 4As, comprised of Creative Leader volunteers from some of the top agencies in the country, championing the development and importance of creativity in our field.

The **4As YOUNG KIDLAT STUDENT COMPETITION** is a 2025 pilot program that aims to celebrate the work of aspiring brand builders and creatives. It challenges participants to work on a live client brief – encouraging students, early on, to discover and execute insightful real-world solutions.

GCASH is the Philippines' #1 Finance App and Largest Cashless Ecosystem, and is this year's proud partner for the 4As Young Kidlat Student Competition.

WHO CAN JOIN

Open to all enrolled students from colleges and universities nationwide. Students from any course are welcome to participate. No age limit, as long as you are enrolled in the current semester or school year.

You will be required to submit proof of enrollment for SY2024-2025 upon submission of your work. Student ID with validation or validated student registration form of the school will be honored.

TEAM COMPOSITION: Only TWO (2) student members per team. No alternates or substitutes will be allowed, after the entrant names have been submitted.

There is no limit to number of participating teams per school.

COMPETITION MECHANICS

- **Read the video challenge brief from GCASH. FINAL OUTPUT** will be a video in horizontal or vertical format that creatively answers the client challenge.
- Maximum video length is 60 seconds.
- Maximum video file size is 10MB. MP4 format.
- Only one entry per team.
- Only one video file per entry.
- There will be an **ENTRY FEE OF P1000 per team.** This fee includes livestream access to the Kidlat CreativeFest Talks featuring international speakers and industry experts available on May 9.
- Payment must be made to the official 4As Philippines bank account prior to uploading of competition entry.

THE BRIEF



Communications Brief GCash

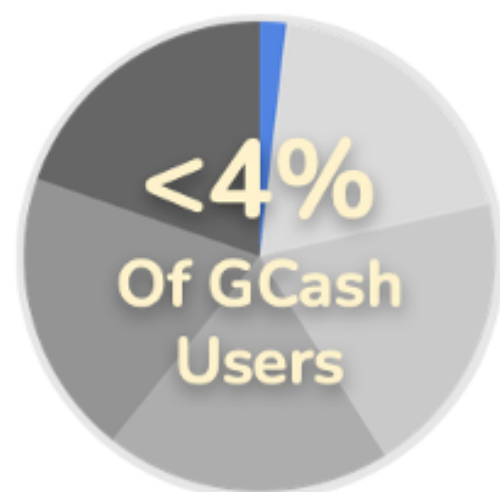
Brand Context

GCash has significantly increased its users from total PH population, but the brand still has room to improve its Youth base.

Youth compose 26% of the PH but at low penetration rate in GCash.

80% GCash awareness, with high interest to use GCash

Key barrier to trial is lack of valid ID, albeit addressable by GCash



Source:
DIGITAL 2023:
THE PHILIPPINES

80%
Total
Awareness

>70%
Interested
to Try

60%
say they don't have
a valid ID

<4%

Market Penetration

>25M

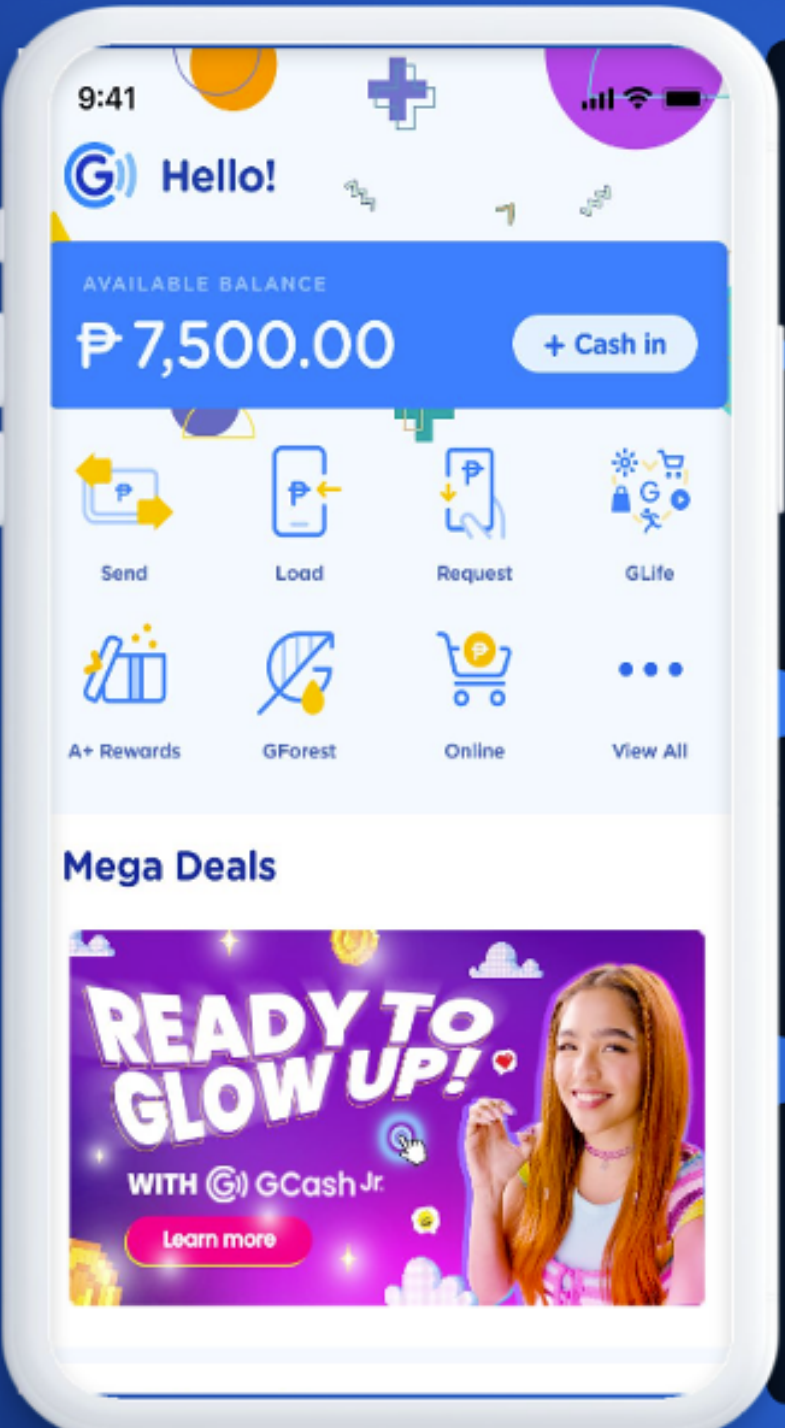
Addressable Market

>15M

Convertible via ID

THE BRIEF

Product 101 GCash Jr. is our answer to drive usage and financial inclusion among the youth.



- Open to 7-17 years old w/ Student ID
- Seamless Onboarding xp
- Money Mgmt for the whole family
- Access to financial services

Go cashless with GCash Jr.

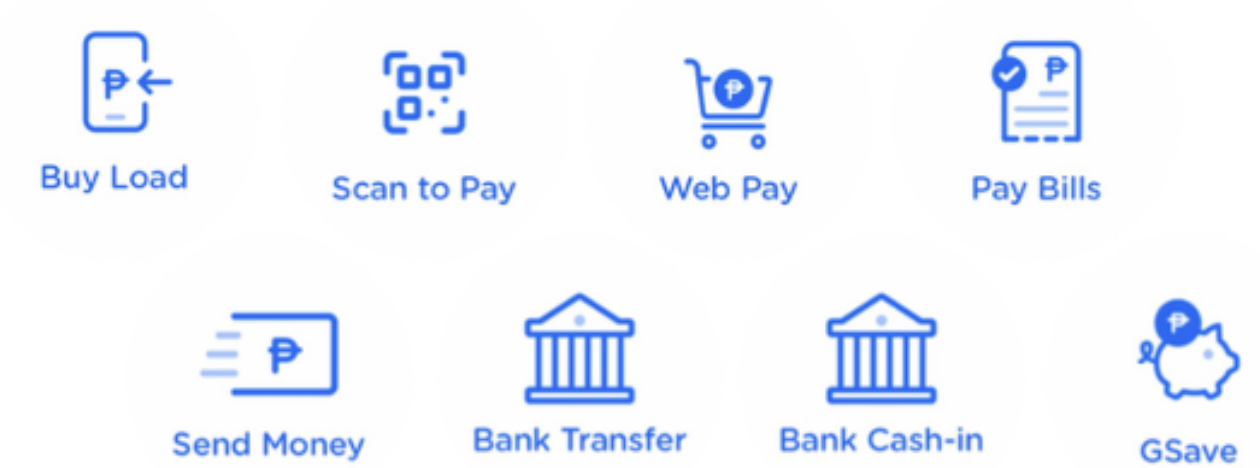
- SHOP**
Online Anytime
- LOAD UP**
with Exclusive Student Promos
- SEND**
Money for FREE

How to get started?

Sign up with the following requirements:

- Original Birth Certificate (NSO/PSA)
- Student ID
- Parent with fully verified GCash account

Access to GCash products that are habit-building



Wallet & Spend Limits

P 50,000	P 10,000	P 10,000	P 100,000
Wallet Size	Monthly Incoming Limit	Monthly Outgoing Limit	Yearly Outgoing Limit



The Challenge:

How might we make the new generation feel like they're part of the growing Gcash community of users while **empowering them to be financially responsible?**



THE BRIEF

MARKETING OBJECTIVE: (GET-TO-BY)

GET Senior/High School Students

TO download and build a habit of using GCash Jr.

BY positioning GCash as the teens' first step to being future-ready.



WHO ARE WE TALKING TO:

High School Students, 14-17 y.o. EMPOWERED EXPERIENCE SEEKERS

"Kahit na busy ako sa acads, I am still game for so many other things - games, music, gimmick, shopping, sports at iba pa. Hindi man kaya mabili o masubukan lahat, hahanap at hahanap ako ng paraan to fit what I can into my allowance o kaya ti-timingan ng lambing si mommy or ate. I want to have fun and experience as much as I can na hindi magiging perwisyo naman sa magulang."

CURRENT BEHAVIOR:

[Think] Alam kong ang mga ginagawa ko ngayon may impact na sa future ko - studies, raket, ipon.

[Feel] Kahit nasa HS pa lang ako, I can start being more responsible.

[Do] Humahanap ako ng sariling diskarte para matupad ang mga gusto kong gawin.

INSIGHT:

"Kaya habang bata pa ako, I want to start finding ways to be more ready for the future dahil hindi lang naman ito nakasalalay sa magulang ko."



THE BRIEF

KEY MESSAGE/ TAKE-AWAY:

Be future-ready with
your **FIRST E-WALLET,**
GCash Jr.!



REASONS TO BELIEVE:

Start doing more things yourself! -
Buy load and pay for online shopping
& games with your own GCash
account and GCash Card

Start saving! Open your first savings
account with GSave Jr.

Start growing your money! Start
being more mindful of your spending
habits with the Money Manager
feature.

DESIRED OUTCOME:



NEW THINK/ FEEL/ DO:

“Having my own GCash account is the first step to being more responsible. I can start doing more things myself - mag-load, mag-budget ng pang-shopping o games, pati na rin ang mag-save! I will keep using GCash para maging ready na sa future.”

HOW TO SUBMIT

- Submissions can only be made via the official **4As Young Kidlat Site**.
- **DEADLINE FOR SUBMISSION OF ENTRIES: March 31, 2025.**
The file must be properly uploaded to our site before the deadline.
Submission link will close at exactly 12 midnight.
- Prepare a title for your idea/video.
- Uploaded filename must be in the following format:
VIDEOTITLE_EntrantSurname1_EntrantSurname2.mp4
- Have a photo of your school ID or school registration form for validation.
- Have the payment reference number AND screenshot or photo of proof of payment ready (bank transfer e-mail/e-receipt/deposit slip). It must be uploaded at the same time as the entry via the official submission link.
- No payment, no entry.

HOW TO PAY

Make sure to pay via official 4As Philippines accounts only.

MODE: BANK (BPI)

Account Name: 4As PHILIPPINES or ASSOC. OF ACCREDITED ADVERTISING AGENCIES-PHILS.

Account Number: 0031 0334 03

Branch: PHILAMLIFE TOWER, AYALA PASEO BRANCH

Please keep screenshot of receipt with reference number for online payments. Or a photo of the validated deposit slip with reference number for bank transfer.

Image of proof of payment will be required during submission and uploading of entry.

CRITERIA + JUDGING PROCESS

A panel of distinguished creative leaders from 4As Philippines member agencies and representatives from GCASH will select the finalists and winners. Final numeric scores will not be released, but judging will be based on the following criteria:

<p>CREATIVE IDEA 50%</p>	<p><i>Is the work engaging, surprising, cutting edge and fresh?</i></p>
<p>STRATEGY, INSIGHT, RELEVANCE 30%</p>	<p><i>Choice of target audience, cultural context, relevance to brand challenge</i></p>
<p>EXECUTION 20%</p>	<p><i>How well-crafted and executed is the work?</i></p>

PRIZES

- Finalists will be announced via our social media platforms on **May 1, 2025**.
- All validated entrants can join KIDLAT CreativeFest Talks via livestream on **May 9, 2025 10AM-2PM**. Links for viewing will be shared to the entrant's registered e-mail.
- All finalists will get FREE entrance to **KIDLAT CREATIVEFEST TALKS and the KIDLAT AWARDS NIGHT on May 9, 2025 @ The Fifth Rockwell**. Talks start at 10AM, Awards Night starts at 6PM. E-vites will be sent to the finalist's registered e-mail. Invites are non-transferrable.
- Winners will be announced during the Kidlat Awards Night on **May 9, 2025**. Show starts at 6PM.

GOLD WINNER (1 Team) WILL GET

- GOLD Trophy to be received onstage and video playback of their winning entry
- Cash Prize of PHP30,000
- Complimentary passes to 4As 2025 Aral Programs for each team member

SILVER (1 Team) AND **BRONZE** (1 Team) WINNERS WILL GET

- SILVER and BRONZE Trophies to be received onstage
- Complimentary passes to 4As 2025 Aral Programs for each team member

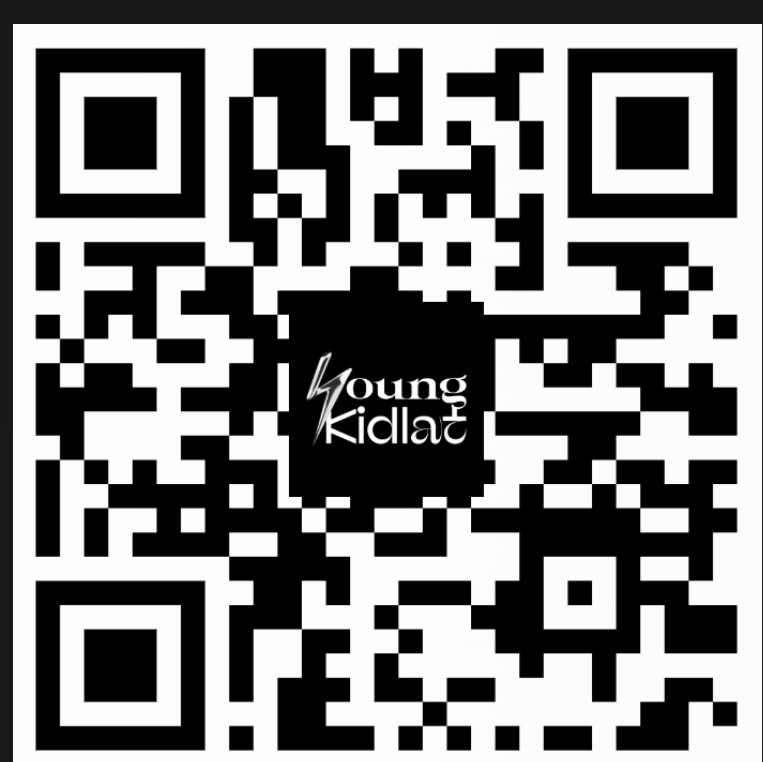
IMPORTANT REMINDERS

- Teams may consult faculty mentors for guidance, but the big idea and the final output must come from the participating team members.
- NO mention of school or use of any identifying marks, logos, or symbols on the entry materials.
- Entries must NOT promote violence, discrimination, or hate speech. Submissions deemed inappropriate may be disqualified.
- Student participants retain full ownership of their work. By entering the competition, they grant the organizers a limited right to showcase their work for competition-related purposes. Any commercial use beyond this will require the participants' consent.
- Please stay tuned to the 4As Social Media channels for competition announcements.
 - **4As Instagram**
 - **4As Facebook**
 - **4As Website**

For questions & clarifications, e-mail
secretariat@4asphilippines.com

Ready to enter?
Deadline: March 31, 2025
Submission

Scan to Send



**Good luck,
Young Kidlat
Teams!**