


The Brief

Create a marketing campaign that raises awareness of Virgin StartUp outside of London and encourages them to engage with the brand online. Whether it be registering for an event, downloading a business plan or applying for a Virgin StartUp loan. The primary audience for this will be 18 – 30 year olds, however it will be open for everyone.

Remember

- Show's Virgin StartUp as a thought leader in the startup space.
- Should adhere to Virgin Group brand values
- Results in leads for Virgin StartUp

Considerations

- Consider if it can be repeatable across different regions, if specific to one.
 - We're a not-for-profit so while we want you to think big, be realistic.
 - It has to be measurable, how do we measure the success of your campaign?
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- A red abstract graphic in the bottom right corner of the slide, resembling a stylized mountain range or a splash of paint.