

# BREAKTHROUGH AWARD BRIEF

Entry deadline:  
Sunday 27 October

Contact:  
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In partnership with:





A hand is shown from the bottom left, holding a large, clear, faceted crystal prism. The prism is oriented vertically, with its top point towards the upper left. The background is a smooth gradient from a deep blue on the left to a bright teal on the right. The lighting is dramatic, highlighting the facets of the crystal and the skin of the hand.

**GO FURTHER**



The **DMA Awards** recognise the most inspiring and effective campaigns in data and marketing.

Every year it is a commitment to rigour and a stonewall belief in our three pillars: Strategy, Creativity and Results, that sets the **DMA Awards** apart as the most rewardingly hard to win.

Award winners are the shop window of our industry that act as a beacon to attract talent, teach best practice and inspire leaders – from the classroom to the boardroom.

# STRATEGY      CREATIVITY      RESULTS

Lightbulb exploding moments of eureka creativity and bolder-than-bold innovation.

This all needs to be pulled together and brought to life seamlessly and effectively: strategically.

This key pillar of the DMA Awards is where we measure work against what it set out to do, the route it planned and mechanics it used to get there. Because ideas, no matter how brilliant, will always need the warm blanket of a sure-fire plan to succeed.

Creativity has been said to be evidence of intelligence having fun.

Today we are surrounded by a vibrant sense of the playful as we move about in our digital and “real” worlds, awash with colour.

That’s why creativity is key to the DMA Awards; we seek to celebrate those firecracker moments when ideas ignite to bring the world around us to life.

Where concepts surge on the page, screen, billboard or package to take up residence in our minds and imaginations.

The DMA Awards champion the role results play in crystallising brilliant creativity and rock-solid strategy.

Results are the evidence that the overall campaign mix was potent enough to make an impact and ripple out across the world.

Our judges will interrogate results because they matter. They are what people remember. They are the ultimate proof that work, works.

## About the DMA Talent Breakthrough Award

The DMA Talent Breakthrough Award gives aspiring marketers across UK the opportunity to work on a creative brief for a well-known brand, get their ideas in front of senior marketers, and see their names in lights at the DMA Awards.

This is your opportunity to:

- Experience what it's like to work on a real-life client brief.
- Add real client work to your portfolio.
- Gain invaluable presenting experience.
- Win a major marketing industry award.

Barclays have provided the brief for 2024's Award, and they're asking you to come up with ideas to drive consideration for them as the go-to choice for student banking.

If selected to take part in one of our regional heats, you'll get to present your idea to a panel of industry experts and receive advice from them. Then, if you're selected as a Regional Winner, you'll present your creative campaign to Barclays in their Canary Wharf offices, and be invited to attend the prestigious DMA Awards in central London on the night of Tuesday 3 December 2024.



The DMA Awards ceremony is attended by some of the most successful advertising and marketing agencies across the UK who have created some of the best campaigns of the year, and you'll have the chance to network with them. The connections you make could be career-changing.

The DMA Talent Breakthrough Award is open to entries from students, interns and non-professionals.





## Overview of Barclays

In 1690, 334 years ago – Barclays opened its doors. We're older than the United States of America, we've survived through World Wars, financial economic crises, and major health pandemics.

And since we opened our doors for business, much has changed. The world we live in has constantly evolved, fuelled by the possibilities of the digital age. And the Barclays brand has evolved with it - from the introduction of the first debit card in the UK, first cashpoint to contactless ways to pay; from statements in the post to mobile apps– the brand has always been consistently focused and innovating to meet the ever-changing needs of our customers.

But with age, is a natural tendency for our customer base to sway to the older demographic - we have been with them since they opened bank accounts, got their first mortgages, helped them save for their holidays. However, the banking market has changed rapidly in recent years with lots of new competitors entering the market, these brands give consumers advanced app-based banking features – leaving the traditional banks perceived as complex and outdated by the younger generation.



## What is the challenge?

Each year, over half a million people across the UK are accepted to University – Barclays, alongside its competitors, have a small window to attract those new student customers to open student accounts with us. Students are appealing customers to banks due to their expected future incomes making them more likely to be higher profit generating customers.

Barclays has always ranked 3rd or 4th in market share for student accounts but recently our share has dropped with the market leaders consistently being Santander (1st) and HSBC (2nd).

This is caused by two issues:

1. Only 55% of students are opening a student bank account in the first place – instead favouring app-based banks such as Monzo, Starling or Revolut due to their advanced app based banking features (not student specific accounts)
2. Our competitors have more appealing financial and third-party benefits

Therefore, we need to change perceptions in students that there are tangible benefits to having a student account, especially a student account with Barclays.

*Barclays current student offering:*

- Save up to £653 with a free 12-month subscription to Perlego's online library of books, academic texts and tools.
- Apply for an interest-free overdraft of up to £1,500 over the course of your studies.
- No hidden charges for student banking – you don't have to pay to open or use your account.
- Our app helps you keep tabs on your spending and bills.



## What do we want you to do?

Barclays is on a mission to transform the way students think about traditional bank accounts and drive consideration for Barclays as the go-to choice for student banking.

Student accounts aren't just your average bank accounts. They're tailored made for the demand of university life. Think larger interest-free overdrafts, exclusive third-party deals, and sweet discounts on banking services. Plus, these benefits don't stop at graduation – they extend into the early days of a graduate's career, giving students a much-needed financial boost as they enter the workforce.

But here's where you come in: we've got access to a goldmine of data from UCAS, including the contact details of all students accepted to universities in the UK. We want you to put the data to work and craft a targeted, digital creative strategy that speaks directly to the audience.

So, let's harness the power of data-driven marketing to amplify Barclays student account benefits, capture the attention of prospective students and make Barclays the bank of choice from day one of their university journey.

## What is the target and budget?

- Target – To drive 10,000 new customers by showcasing the unique benefits that only Barclays student accounts can offer.
- Budget – £500k across 6-month campaign (March to September 2025) including digital creative development and media.

## What and how to enter

Get ready to dazzle us with your creative brilliance! We're seeking submissions that light up the room with innovative thinking – here's what we're looking for:

Your entry must follow the "Get, Who, To, By" framework to show us your understanding of:

- Get – Who's our target consumer
- Who – What is the consumer problem we are solving?
- To – What's the desired response?
- By – What's the one key message or action?

More information on "Get, Who, To, By" can be found [here](#).

You must articulate your big idea for the campaign on one side of A4 in pdf format. This can be visual, words or if you prefer audio or film.

[Submit your idea via the DMA website](#) by midnight on Sunday 27 October 2024.

You can enter as an individual or as a team of two.



## Judging process & regional heats

We will review all entries and, if we like your idea, will invite you to one of the regional heats taking place in November 2024 in Edinburgh, London, Manchester, South Wales and Online – please refer to the [DMA website](#) for dates and timings.

If selected, get ready to present your creative idea and approach. You will join us for the day to refine and practice your presentation and then during the afternoon session you will have a maximum of 15 mins to present to a small judging panel and there will be time for some questions at the end.

You should cover:

- What should we say? – Showcase your creative concept and execution, emphasising a data-driven, digital response.
- How and where should we say it? – Lay out your proposed channels and media plan for maximum impact.
- Should other people help us say it? – Explore the use of influencers, PR, and experiential marketing to amplify your message.

One team from each regional heat will be crowned a DMA Talent Breakthrough Award Regional Winner and will go forward to the grand final in London.

## Grand final

The five regional winners will take part in the grand final on the morning of Tuesday 3 December 2024 in London. This will involve presenting their creative campaign to the senior leadership team at Barclays in their Canary Wharf offices. From the five regional winners, an overall winner will be selected to take away the big prize.

All necessary travel & accommodation arrangements will be made for the finalists nearer to the time.

The grand final is your chance to shine brighter than ever. Present your fully built out campaign backed by solid rationale, data, and insights, and explain how your plan will change students minds about student accounts, specifically Barclays.

Don't forget to include a budget breakdown to achieve our goal of 10,000 new customers.

Then get ready for questions from our panel.

Let your creativity soar and show us why your campaign deserves to take centre stage at the DMA Awards. This is your moment to make magic happen!



## **DMA Awards and announcement of winners**

All grand finalists receive a VIP invitation to the DMA Awards in central London on the night of Tuesday 3 December. Accommodation will be provided overnight.

As part of the evening, all DMA Talent Breakthrough Award Regional Winners will be announced and celebrated. Each of their campaigns will be shown on the big screen, and they will all receive certificates.

## **Prizes**

The overall winner of the grand final will be asked to take to the stage to be presented with a DMA Awards Gold trophy.

There is a £500 prize for the winning team. If you enter as an individual you'll take home the lot, if you entered as a team of two you'll each receive £250.

## **Questions?**

If you have any questions about the DMA Talent Breakthrough Award please email us.

Email: [dmatalent@dma.org.uk](mailto:dmatalent@dma.org.uk)



## The DMA is Europe's largest community of data-driven marketers.

Guided by our customer-first principles enshrined in the DMA Code, the DMA champions a rich fusion of data, technology, insight, creativity and diverse talent.

With a mission to be the UK's most customer-focused business community, we set, teach and promote standards to build trust and deliver marketing effectiveness for the UK's data and marketing community.

## Stand out from the crowd!

DMA Student Membership is built to make you more employable.

Being one shows employers you're committed to your professional development and allows you to build on knowledge gained in your studies.

**For just £45**, which you can pay in 12 monthly instalments of £3.75, you get access to:

- The **Award in Marketing** (Usually £594), complementing your learning with industry practitioner led, up to date knowledge.
- The **Award in GDPR** (Usually £594), equipping you with the key knowledge you need to be a compliant, responsible, ethical & law-abiding marketer. This is a key attribute for all modern marketers, and something employers look for.
- A library of **DMA Award-Winning campaign case studies**, perfect to take inspiration from, reference in your assignments, and see how the marketing theory you learn is brought to life.
- **DMA Best Practice Guides & Articles**, ensuring you know about the most up to date marketing practices.
- **DMA Webinars & Events**, where top industry professionals from across the industry talk about the latest news and trends in their specialisms.
- **CPD Scheme**. With every award you do, webinar you watch and resource you look at, you will be allocated CPD points. Hit 35 for the year, and you'll receive your CPD certificate. In our ever-changing industry, this is a great way to demonstrate to employers that you are keeping up with the latest techniques.

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