



## LONDON'S CHILD OBESITY TASKFORCE

# Water advertising challenge

Your chance to see an advert, created by you shown in London

**To all the primary and secondary school children in London, we need your help!**

### What are we trying to do?

The Mayor of London has appointed a taskforce to make sure every child in London has every opportunity to be healthy.

This year, supported by the Mayor, our aim is to get all primary and secondary school pupils across London to only drink water when they're in school. This would put an end to selling and drinking fizzy drinks in London's schools.

### Why do we need your help?

Well, how did you feel when you read that? Did it make you think "no problem, I only drink water anyway", or did you think "Eugh – no way, water is horrible"?

Well, that's why we need your help. All of you have different views, but overwhelmingly scientists, doctors and sports experts tell us that water has enormous benefits over other drinks.

### Why should we only drink water?

**Water is better for you:**

- Water is essential for life. Drinking water can help to make us feel more alert and energetic, support concentration, improve the condition of our skin and hair and help to get rid of waste products from the body.
- Choosing healthier drinks is a key part of getting a balanced diet. Swapping sugary drinks for water is a great first step. Water is sugar free and kind to teeth.

- Guidelines say we should drink 6 to 8 glasses of fluid a day. Water is low cost and calorie free.

### **Water is better for the environment:**

- Refilling water bottles in school or at water fountains helps to reduce single-use plastic waste. The average adult Londoner buys more than 3 plastic bottles a week, this works out to 175 bottles every year per person!

Water is the best choice – but currently it's not always seen that way.

### **The challenge**

We are asking primary and secondary school children to help develop an advertising campaign to promote these messages. One that can inspire everyone between the ages of 4 and 18 in London to drink only water in school. We want this to be a message 'from the young people of London, for the young people of London'. It should feel inspiring and powerful but also honest about the benefits.

### **What do I need to create?**

- The winning idea will be used in outdoor and print advertising in London, so your idea should be something visual.
- This isn't a TV advert, so your ideas need to use pictures/ words/ designs.
- The team aren't looking for the best artist, or the best use of computer graphics – they're looking for the best idea, which can be described in words or images. So, a simple sketch or slogan will have as much chance of winning as a beautiful design.
- Draw it by hand, design it on a computer, paint it, photograph it. Whatever you think shows your idea best.
- We suggest something like one A4 page (portrait or landscape) would be the best thing to submit so they can see how the idea works.
- Your idea for the advert should speak for itself, so you don't need to submit any 'explanation'.

### **Primary and secondary ages**

There will be two categories, one for primary aged and one for secondary aged children. The task is the same – but the team will judge based on two different age categories.

And don't worry – we know loads of you are moving from primary to secondary this holiday. If you're moving up, then you'll be in the secondary group.

### **What happens next?**

The winning submission (chosen by a team of industry experts) will get the chance to work with designers at a top London advertising agency to bring their concept to life as an actual piece of outdoor advertising, with expenses paid and lunch provided.

## Some final things to consider

- Think about the type of message that would motivate YOU.
- Imagine you are seeing this advert in your local area, perhaps in your local station or at your bus stop on the way to school. It should make you take notice and feel motivated to do something differently.

## How do I enter?

Send your entry to: [WaterOnly@london.gov.uk](mailto:WaterOnly@london.gov.uk)

Along with your full name, school, postcode and age.

Entries close on Friday 1 October 2021.

Full terms and conditions available here:

<https://londonchildobesity.medium.com/water-advertising-challenge-9dbee7477ed3>

**GOOD LUCK!**

