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**13 MARCH 2020**

#### THE COLLECTIVE SPONSORS CANNES YOUNG LIONS TO PROMOTE PRINT

The Real Media Collective is proud to announce our sponsorship of the Marketing category for the Cannes Young Lions Competition which calls on all young marketing professionals to develop campaigns that include print as a powerful marketing tool within the broader marketing mix. Young marketers will be asked to develop a multi-channel campaign to assist a major retailer recover from a 100% digital campaign that had a sales decline in a popular EOFY window.

Partnering with B&T, the Young Lions received a staggering 150 registrations on day one. The Collective will host free workshops across Sydney (3rd March) and Melbourne (4th March) for all potential marketers to learn more about a winning entry including advice from previous Winners and Judges. Please share the information and invite your marketing clients and colleagues to register their interest. For further information on how to enter, please visit [www.canneslionsaustralia.com.au/younglions](http://www.canneslionsaustralia.com.au/younglions).

#### 2020 WORKSHOPS

##### SYD / MARKETING WORKSHOP

When: Tue 3rd March, 8.00am to 10.00am

Where: 219-241 Cleveland Street Redfern

NSW 2016 Australia

RSVP: <https://bit.ly/2u5Rc4H>

##### MELB / MARKETING WORKSHOP

When: Wed 4th March, 4.30pm to 6.30pm

Where: 111 Bourke Street Melbourne

VIC 3000 Australia

RSVP: <https://bit.ly/2SzIPb2>

Seats are strictly limited so register to secure your spot!



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