2027 YOUNG ONES STUDENT AWARDS
Get Out the Vote

*Choose a prompt, choose a medium, and **get out the vote.***

CHALLENGE

Inspired by the midterm elections and 250th year retrospective in the United States, The One Club for Creativity is asking young people worldwide to get more civically engaged. This generation of young people has never been more capable of shaping what their country looks like or more uncertain whether their voice actually matters. We are looking for real-world, actionable grassroots ideas that can be implemented easily and across cities/regions.

We want to hear from you. Please answer one of the following prompts:

1) PARTICIPATION

Too many young people sit out elections, not because they don't care, but because they feel like their vote won't change anything or the process is too confusing to bother. That's the barrier. Your job is to knock it down.

Creative work that speaks directly to the excuses and doubts that keep your generation from showing up. Target a specific tension, i.e. “My vote doesn't matter”, “I don't know how to register”, “It's not worth the hassle.” The goal is turnout. The tone is yours to define.

2) RELEVANCE

Voting is more than a civic act. It's a cultural one. The ideas, values, aesthetics, and identities shaping this generation should also shape how voter participation looks in the world. We are not asking you to explain a civic duty, we are asking you to define what belonging, influence, and collective power look like right now. When you make voting feel relevant to culture, not separate from it, we all win.

3) COMMUNITY

Voting early is not just about convenience, it's about momentum. When people make a plan and show up together, voting becomes less of an obligation. It becomes a shared act that builds energy and visibility.

You are not just encouraging people to cast a ballot. You are helping turn participation into something that people do with intention and pride—something they do with each other and for each other.

This is a chance to create work that makes early voting feel social and contagious. Turn our civic duty into a shared experience.

BACKGROUND

The One Club for Creativity is a not-for-profit organization that exists to celebrate and elevate talent within the global advertising and design industries. As part of our programming, we run ongoing creative activism projects that invite students and creatives to use their talents to address important causes.

Our creative activism projects include open briefs that ask creatives to respond to the world around them, briefs focused on unity, social justice and civic participation. Work from past projects has reached audiences across social media and on digital billboards across the US.

CONSIDERATIONS

This is not a partisan project. This brief is not about one candidate or another. It is about a generation deciding to show up.

This is not preach-y. Don't lecture your peers. Talk to them. The best projects in this space should feel like a friend telling you something true, not a PSA.

This is not pedestrian. Avoid flag-waving cliches, fist icons, vote stickers, or anything that feels outdated. Bring a fresh visual and conceptual point of view.

IMPORTANT: We are looking for rea-world, actionable grassroots ideas that can be implemented easily across cities/regions. This means that budget and feasibility will be a big consideration. Brand Partnerships & Celebrity endorsements, or ideas that need lots of runway, are a no-go.

ADDITIONAL RESOURCES/INSIGHTS

If you submitted to the Get Out the Vote Summer Brief competition, you may be eligible for a discounted or free duplicate entry through December 11, 2026.

You may edit your entry before resubmitting if you would like.

Please reach out to education@oneclub.org for a code.

By default, each brief will be open to entries in the following categories/disciplines, however, Get Out the Vote has noted specific interest in responses in **Creator Content & Social Media** or **Print, Promotional, & OOH.**