



# 2026 YOUNG ONES STUDENT AWARDS

## Clash of Clans

*Clash Breaks Out of the Screen and Into Culture*

### **CHALLENGE**

Your mission is to create ideas that make Clash of Clans the most powerful entertainment IP of the year, turning the launch of the Netflix series into a cultural moment that celebrates the pride, spirit, and glory of Clash.

One-liner: “Clash Breaks Out of the Screen and Into Culture.”

### **BACKGROUND**

For over a decade, Clash of Clans has ruled the world of mobile gaming. It’s not just a game, it’s a legendary icon built by millions of players who have poured time, strategy and heart into their villages. With over 2.7 billion downloads, Clash of Clans has become one of the most recognizable universes in mobile gaming history, filled with memorable, proudly absurd characters like the Barbarian, Archer, and Hog Rider.

But legends can’t just rest, they have to keep clashing. In recent years, Clash has begun reconnecting with culture through bold collaborations rarely seen in mobile gaming. From teaming up with the WWE to turning Erling Haaland into a Clash Hero. These campaigns showed how Clash could break out of the mobile screen and into the global, cultural conversation.

Now, with the upcoming Netflix animated series, we have our biggest opportunity yet, to go all-in on culture. Announced in May 2025 and currently in pre-production, the show will bring the Clash universe to life for the first time, expanding its world of characters, clashy humor and epic battles into a global animated narrative built for new and old fans alike.

This isn’t just a show launch. It’s a once-in-a-decade chance to transform Clash of Clans from an all-time classic, legendary icon of mobile gaming into a full-blown entertainment phenomenon, one that dominates screens, feeds, and culture around the world.

Your mission? Make the world talk about Clash again. From the players who built it to the ones who thought they’d moved on, and even those who have only ever heard of it.

## THE SPIRIT OF CLASH

Clash lives in joyful contradiction: Epic and idiotic, chaos and control, blindly optimistic and stupidly serious. It's a world built with and for our players, where progress is always earned, never given.

At its core is clashy pride. The feeling of building, battling, and belonging. You Clash for your village, your clan, competition, but ultimately, you Clash into Glory. That's our call to take this spirit beyond the game: make that pride visible to the world. Your ideas shall be bold but human, proud but self-aware, epic but never taking themselves too seriously. That's what it means to Clash.

## CONSIDERATIONS

### *WHAT'S ESSENTIAL*

An idea that:

- Reignites Clash's cultural power. Makes people feel something: pride, joy, nostalgia, or FOMO, making it impossible to ignore.
- Bridges the worlds of gaming, entertainment, and pop culture, turning the Netflix series into an event everyone wants to be part of.
- Drives talkability: the kind of idea that breaks out of gaming and into culture, takes over feeds, inspires fandom, fuels debates, and gets everyone talking Clash again. Something people can't help but share, get excited about, or argue over.
- Feels unmistakably Clashy: proud, humorous, bursting with contradictions.

### *WHO IT'S FOR*

This moment is about taking Clash further, reaching new audiences, re-engaging former players, and celebrating those who never stopped clashing. The Netflix series opens the door for all three.

- **New audiences:** people who may have barely heard of Clash, if at all. Use entertainment and culture to make them curious, surprised, and eager to join a world that feels alive, bold, and impossible to ignore.
- **Former players:** those who once built, battled, and belonged, but have since moved on. Remind them what made Clash of Clans iconic, and why it still matters today.
- **Current players:** the community that keeps Clash strong. Make them proud to see their world shine beyond the game.

And beyond players, your ideas should connect with the wider world of entertainment and internet culture, where stories spread, fandoms form, and culture moves fast. For Clash to truly take over again, it has to live everywhere people share, watch, and talk.

## **CONSIDERATIONS (cont.)**

- Think beyond the game: Clash already rules in gaming, this is about how it can live in culture. Create ideas that feel natural in entertainment, social, fandom or any space where people already play, watch, and share.
- Create connection: Spark pride, emotion, or conversation. Make people feel part of Clash, even if they've never played it.
- Think Clashy: Be bold but human. Proud and self-aware. Epic and idiotic.
- Thriving in chaos yet landing in control. Your ideas should live in those contradictions. That's where Clash shines.