



SNEAKPEEK – CREATIVE CONTEST BRIEF

THE MOVEMENT

Seiko and the sneakerhead world both share one thing: movement. Whether it's the motion of your feet in a fresh pair of kicks or the precise ticking of a Seiko watch, both embody a lifestyle that's always on the go.

We're inviting you to bring this idea of movement to life and show how Seiko and sneaker culture connect.

You've got 2 tasks ahead—time to flex your creativity!

TASK 1: CREATE MOVEMENT CONTENT

(Mandatory task)

MAKE MOVEMENT VISIBLE

Your job is to create content that captures the essence of movement. Whether it's a short film, animation, or a bold Instagram series, make sure it speaks to sneakerheads and shows how Seiko fits right in with their lifestyle.

Some inspiration:

- Short films or animations*
- Reels/TikTok videos*
- Street-style photography*
- Interactive Instagram/TikTok filters*
- Live events or happenings*

Or simply surprise us—there's no such thing as a too crazy idea!

Make it bold. Make it real. Make Seiko move.

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TASK 2: SEIKO FOR SNEAKEARHEADS (Choose 1 option: A or B)

OPTION A: SNEAKERHEAD SPECIAL EDITION

Imagine the ultimate Seiko watch for sneakerheads. What would it look like? Think limited-edition vibes, exclusive design elements, and a crossover between sneaker culture and Seiko's craftsmanship. Show it in a creative way.

OPTION B: SEIKO VS. SMARTWATCH

Create an idea that convinces sneakerheads why Seiko's analog precision beats a smartwatch any day. It's not just about tech—it's about style, heritage, and personality. Make Seiko the must-have accessory for sneakerheads who take their game seriously.

WHAT WE'RE LOOKING FOR:

Creative ideas that move:

Show us something fresh and original.

Sneakerhead approved:

Make sure your idea connects with sneaker culture and speaks their language.

Bold and real:

Keep it authentic, fresh, and make it something that stands out.

Now's your moment: show us how Seiko moves with sneakerheads!

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SUBMISSION GUIDELINES

We want to see your creativity, but more importantly, we want you to be able to tell the story behind your idea. Your submission should be 1 PDF file that includes the following:

01 VISUAL CONTENT (mandatory for both tasks)

If you have a video-based idea, submit a viewing link (YouTube, Instagram, TikTok, etc.) within the PDF. For images, mock-ups, or slides, insert them directly into the PDF (up to 3 slides or images). Make sure the visuals are clear, bold, and showcase your key idea.

02 STORYLINE (mandatory for both tasks)

Include a written summary (150 words max) within the PDF. This should capture the essence of your idea and explain how it connects Seiko with sneaker culture.

Language:

Both the submission and pitch presentation must be in English.

Technology:

You can use any kind of technology—digital, analog, photography, or even AI tools. Just make sure it's original and brings added value—something unique that you created.

Upload your stuff to: <https://sneakpeek.lounge.hu/upload>

Note:

The Top 6 finalists will be notified later and will need to prepare a full pitch deck for the live presentation at Sneakerness Budapest.

If you have any questions—drop us a line: sneakpeek@lounge.hu

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