



# **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.**

**2024.11.2-3. millenáris**



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## THE MOVEMENT

### **TASK 2: SEIKO FOR SNEAKHEADS** (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](mailto:sneakpeek@lounge.hu)

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