



# PITCH YOUR STORY



**MERMAN**

## BACKGROUND

We're searching for the next generation of creatives and filmmakers to pitch an idea for a short, social-first film exploring what it means to call the UK home in 2026. The winning idea will be developed and produced by **LADbible Group** and **Merman**, in partnership with **Race Equality Foundation**, whose mission is to tackle racism and positively transform the lives of Black, Asian and minoritised ethnic communities across England, Scotland, Wales and Northern Ireland.

LADbible gives the social generation a voice. We believe in the power of stories that connect, challenge, and inspire change. This brief is an invitation to celebrate the communities, characters, and moments that make the UK unique. This collaboration builds on the Young Arrows' mission to open doors, remove barriers, and make the advertising industry more accessible, diverse, and representative of the world we live in.

## THE BRIEF

An idea for a single 60-120 second film that examines, challenges and re-imagines **what it means to call the UK home in 2026**. Questions of identity, belonging, and who gets to feel "at home" are being challenged more than ever. For many people - particularly those from Black, Asian and minoritised ethnic communities - life in the UK is shaped by both overt and systemic racism.

Your film could take many forms - a personal story or portrait, a reflection on your hometown or community, a manifesto or anthem, a profile or observational piece, or something entirely unexpected. What matters is not the format, but the honesty and clarity of the story being told.

### YOUR CONCEPT MIGHT EXPLORE:

- Personal experiences of racism in contemporary UK and how it has shaped your identity, experiences, opportunities, and access.
- Resistance, resilience, and joy despite racism.
- Communities building solidarity across difference.
- Or something entirely different that speaks to your experience.

### WHAT MATTERS IS:

- It feels authentic.
- It has the potential to resonate with a mass audience.
- It's crafted for social platforms.

### WE ENCOURAGE YOU TO BE:

- Confident
- Unexpected
- Emotional
- Provocative
- Humorous (where appropriate)

### WHO CAN APPLY:

- Students currently studying media, film, communications, or related disciplines at UK colleges or universities.
- Junior creatives & filmmakers working in advertising, media, or film who have a maximum of 3 years experience.
- Applicants must be 18+ and no prior professional production experience is required.

We encourage applications from underrepresented voices - including Black, Asian and minoritised ethnic young people, those with lived experience of racism, LGBTQIA+ communities, disabled people, women, and people from economically disadvantaged backgrounds. We want to platform perspectives that rarely make it into mainstream conversations about what it means to be from the UK.

## YOU ARE PITCHING AN IDEA FOR:

### 1X SOCIAL-FIRST SHORT FILM (60-120 SECONDS) CRAFTED AS VERTICAL VIDEO.



#### WHAT TO SUBMIT

Your entry must consist of a document that includes:

#### 01

##### A BRIEF SYNOPSIS:

- A short summary (max 200 words) describing your concept and main story/idea.

#### 02

##### FULL OUTLINE / TREATMENT:

*This should include:*

- Narrative/story structure
- Themes and central message
- Characters / contributors
- Tone and mood

#### 03

##### VISUAL STYLE / MOODBOARD:

*This could include:*

- Imagery and visual direction.
- Inspiration for cinematography and art direction.
- Platform-specific look and feel.

#### 04

##### STORYBOARDS:

- These do not need to be polished or a shot-by-shot breakdown. Rough frames, sequences, or key beats are fine.

#### 05

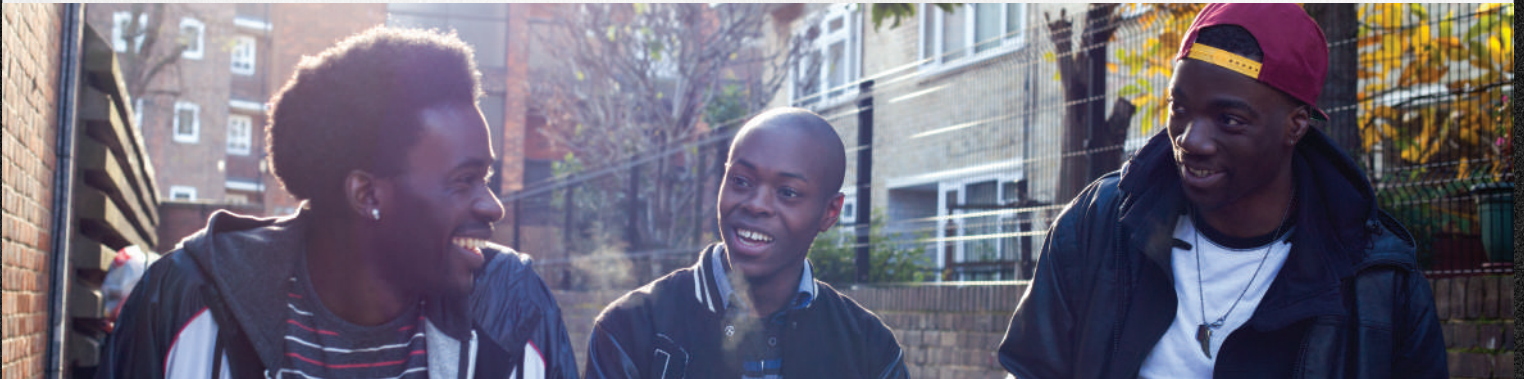
##### OPTIONAL MATERIALS:

- Rough video samples
- Links to previous work
- Reference films

We are not asking you to submit a film. The entry is to pitch your concept for a film.

### TIP: WE ARE LOOKING FOR CLARITY OF IDEA MORE THAN POLISHED VISUALS. IF YOUR IDEA IS STRONG, EVEN A SIMPLE PRESENTATION IS ENOUGH.

Be mindful of the resources provided to you - the budget and requirement to shoot in a single day. Brilliant, high impact ideas can be made with limitations - and you will be able to execute your idea with the support of the best social producer, production company, post and audio teams the UK has.



#### HOW TO ENTER...

##### SUBMIT YOUR PITCH VIA

[ENTRIES.BRITISHARROWS.COM](https://www.britishtarrows.com)

##### DEADLINE FOR ENTRIES:

**MIDNIGHT, MONDAY 11TH MAY, 2026**

#### WHAT'S IN IT FOR YOU?

- Up to £15,000 budget to be spent on production.
- Creative + production support from Merman and LADbible, with post production provided by OkayStudio and sound production by RUNAMOK.
- Mentorship session with LADbible's Creative team.
- Opportunity for your film/s to be featured across LADbible platforms.
- A chance to add an impactful, nationally visible piece to your portfolio.

#### TERMS & CONDITIONS

- The winning project will receive a budget of up to £15,000 to be purely spent on production, plus additional creative and production support from LADbible, Merman, OkayStudio and RUNAMOK.
- The film must be shot in a single day.
- Final delivery is expected within 6 months of the winner's selection with a goal of screening the film at the Young Arrows in autumn 2026. Details will depend on the production scope.
- Final content must be suitable for distribution across LADbible Group platforms.
- Entrants must own or have permission to use all rights associated with their submitted ideas.