

# Young Lions PR Brief



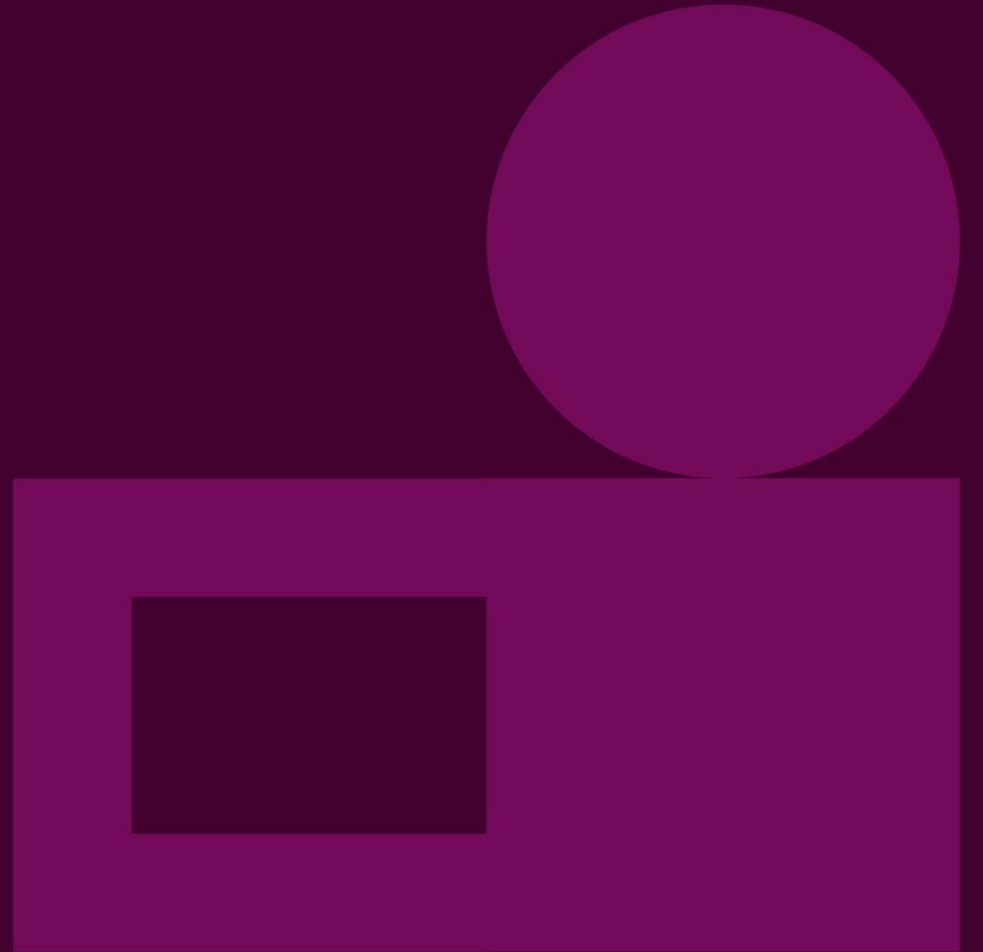
# About Norwegian Film Institute

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- The Norwegian Film Institute (NFI) is Norway's government agency responsible for film, drama and video games.
- We provide funding for the development, production, promotion and distribution.
- We have a mandate to promote video games as a cultural expression and support an inclusive video games culture.
- [NFIs strategy 2026-2029](#)
- Our logos can be found here: [Norsk filminstitutt - Kortversjon - brand identity, guideline and assets.](#)
- [See the presentation of the Norwegian Film Institute at the Young Lions kickoff.](#)



# Trends that impact our field



# Challenges

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- **The audiovisual sector is undergoing rapid global transformation**, driven by new technology, AI, and platform-based distribution. Audiences have more choice, while competition for attention is global and algorithm-driven.
- **NFI operates in a more polarized and unstable global context**, where trust, openness, and strong democratic infrastructure are increasingly vital—and where audiovisual media play a growing role in public dialogue.
- **Local cultural relevance is becoming more important**. Norwegian films, series, and games carry language, culture, freedom of expression, and a sense of community—key elements in a fragmented and globalized media environment.
- **Norwegian content is gaining strong international momentum**, creating opportunities but also requiring strategic development, clear positioning, and strong Norwegian ownership to sustain long-term growth.
- **Cultural policy is often deprioritized in political budgets**, creating uncertainty for the industry at a time when culture's importance to democracy is increasing.
- **NFI's role is poorly understood by the general public**, posing a strategic challenge for legitimacy and impact.

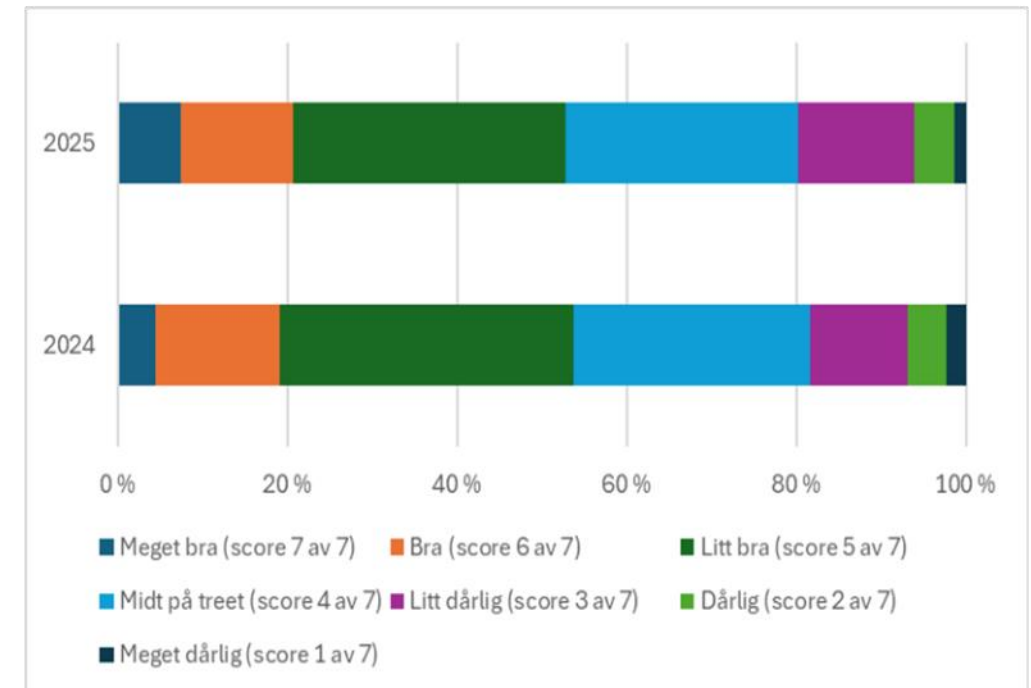


# The public's perception of Norwegian films and series

## The Norwegian Film Institute's audience survey

- The Norwegian Film Institute asks questions to gain insight into the public's perception of Norwegian content.
- One of the questions concerns what respondents think about Norwegian films and series "All in all, what is your opinion of Norwegian films and series?"

Audience rating of Norwegian films and series, from very good to very poor



# Task

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## **A creative PR campaign that:**

1. Uses unexpected means to generate attention around Norwegian filmmaking and films among the target audience.
  2. Raises awareness of the role of public film funding and the Norwegian Film Institute in ensuring high-quality films.
- Target audience: Norwegian people, all genders, age 15– 75\*
  - Format: PowerPoint or Keynote Presentation (10 slides)



\* You are free to refine and narrow the target audience based on the angle or approach you choose for solving the task.

# You will be assessed according to the following criteria:

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## **Creative idea (40 %)**

- Demonstrate how the idea was designed to earn attention from the target audience

## **PR strategy (30 %)**

- Insight
- Key message
- Target audience
- Creation and distribution of assets

## **PR execution (30 %)**

- Implementation of the PR
- Timeline
- Scale



# Terms for the use of artificial intelligence (AI)

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- The Norwegian Film Institute works with the audiovisual sector. The respect for intellectual property is fundamental to how we operate. The use of AI for generation visual and audiovisual material is currently unregulated and can be problematic due to do copyright infringement. Therefore, the NFI cannot accept visual og graphic material generated by AI.
- You may use AI for:
  - Research, brainstorming, developing ideas and concepts
  - Creating text or written explanation within your campaign
- You may not use AI for:
  - Generation of visual material such as images, vector images, layouts or presentation decks
- If you have used AI in in the creation of your campaign, please describe and document the ways in which AI was used.