**FutureMe Challenge Competition**

**We need your help to produce a digital advert to encourage more young people in the North East to think about Higher Education as an option for them!**

The FutureMe Challenge is your opportunity to research higher education and design a YouTube advert. Full details about the competition can be found [on our website](https://futureme.ac.uk/students/futureme-challenge).

Think about the reasons why young people from the North East may be less likely to go on to higher education. Use the template worksheets provided on our website (or make your own!) to record **five key messages** which you think would make higher education more appealing to other young people and design a **six piece storyboard** to turn these ideas into a 30 second YouTube advert.

Submit your key messages and storyboard by the deadline of **Friday 3rd July** (by email to [info@futureme.ac.uk](mailto:info@futureme.ac.uk) and complete this [online submission form](https://futureme.ac.uk/futureme-challenge/submit-your-entry)).

**Shortlisted entries will be professionally designed and turned into a comic strip. The overall winner will have their advert professionally produced and shown on YouTube!**

If you’re looking for ideas for your storyboard, find some inspiration on our website! We’re releasing a series of supporting content addressing themes including ‘[Why Higher Education?’](https://futureme.ac.uk/futureme-challenge/why-higher-education), [‘Student Finance’](https://futureme.ac.uk/futureme-challenge/student-finance), and [‘Choice in Higher Education’](https://futureme.ac.uk/futureme-challenge/choice-higher-education) to help you with your research!

*(The FutureMe Challenge competition is open for entries from young people across the North East in years 9-13)*