**ITV Head First competition 2025 Terms and Conditions**

The following terms and conditions shall apply to the ITV Head First competition together with ITV’s standard airtime trading terms and conditions for 2025 available at:<https://www.itvmedia.co.uk/trading-terms-conditions/itv-airtime-terms-and-conditions>.

Capitalised terms used but not defined in these Competition Terms shall have the same meaning as defined in the Glossary of Airtime Contract Terms, available at: <https://d3sebdkplhxau9.cloudfront.net/5317/3687/4814/Glossary_of_Airtime_Contract_Terms_2025_1.pdf>.

ITV may revise these terms and conditions at any time by amending this page. Participants should check this page from time to time to take notice of any such changes.

1. **Entry**

1.1. Information provided on the website located at URL www.itvmedia.co.uk (the “**Website**”) on how to enter the Competition and on the prizes, form part of these terms and conditions.

1.2. There is no charge for entry.

1.3. Entry is only open to media buyers, being advertisers or their respective media agencies, advertising agencies, creative agencies or other similar businesses, which operate in the United Kingdom.

1.4. Participants who are entering the Competition on behalf of an advertiser client must first have received such client’s express consent.

1.5. Entries are limited to one (1) entry per brand in the advertisers’ brand portfolio. Where multiple brands form part of an advertiser’s brand portfolio, such advertiser or its media, advertising or creative agency may enter more than once, provided that such entries relate to different brands. Where more than one entry is submitted in respect of an advertiser brand, only the first entry will be considered as a valid entry.

1.6. Entries will not be accepted for:

1.6.1. Employees and members of their immediate families (including any live-in partner) of the Promoter (see the end of these terms and conditions below for details), companies within the ITV group of companies and any of their subsidiaries and/or agencies associated with this Competition

1.6.2. “Sportsbook”, betting or gambling advertisers which for the avoidance of doubt, includes casino and bingo advertisers;

1.6.3. any advertisements that are subject to any timing restrictions for advertising copy; and

1.6.4. any competing TV channel and/or any other competitors to ITV (as determined by ITV). Entries from any of the persons listed above will be invalid.

1.7. The Promoter reserves the right in its sole discretion to ask for evidence to verify eligibility of an entrant at any time, and to use any channels and methods available to carry out checks of any details provided. The Promoter may withhold delivery of a prize until it has received such evidence from the winner and failure to provide such evidence in a timely manner may result in forfeiture of the prize.

1.8. By taking part in the Competition, participants accept and agree to these terms and conditions.

**2. Opening/closing date & time**

2.1. The Competition will open for entries via the Website on Wednesday 17 September 2025.

2.2. The Competition closes for entries at 6pm on Tuesday 3 February 2026 (“**Closing Time**”).

**3. How to enter**

3.1. Entries must consist of a two (2) page PDF (maximum 800 words) containing the following:

3.1.1. your proposed script;

3.1.2. your insight and campaign idea;

3.1.3. your target audience and why you believe your brand can create positive change within your target audience;

3.1.4. the impact you believe your campaign will have and how you propose it should be measured;

3.1.5. the name and e-mail address of the person submitting the application;

3.1.6. details (including name and address of a senior person) of the client who has given consent for the advertisement to be entered into the Competition (if applicable); and

3.1.7. the name of the creative agency, which will be uploaded to an entry form that will sit on the ITV Media website. (Section 3.1.1 to 3.1.7 inclusive, being the “**Entry**”).

3.2. The Entry will then be judged against the following five “Selection Criteria”:

3.2.1. Ideas that create a positive lasting change for people’s mental wellbeing.

(a) The creative should aim to champion mental wellbeing by focusing on a particular aspect of mental wellbeing and should encourage people to take positive and preventive action towards better mental wellbeing.

(b) The outcome of the advert should be to seek real behavioural change toward improved mental wellbeing that is underpinned by a strong evidence base.

(c) The degree to which mental wellbeing is brought to the forefront of the campaign will be a key criterion.

3.2.2. A compelling and memorable creative concept

(a) The creative concept for the campaign should be clear, compelling and memorable.

(b) It should be presented in a way that is simple for the judges to understand, so they have a clear picture of what the TV advert will look like and the message it will deliver to the audience.

(c) The judges will focus on the strength of the creative idea, its power as a TV execution and freshness of the creative approach when considering this Selection Criteria.

(d) You’ll also be judged on the quality of your entry and the quality of your pitch if you make it through to the shortlist stage.

3.2.3. Creative strategy and campaign development

(a) The judges would like to understand what insight led to the idea and how you developed the creative concept.

(b) Please detail any research that informed your idea, including your rationale and evidence for your approach.

(c) Entries should outline the impact the entrant believes the campaign will have on the defined target audience.

(d) We’d also like to know who the project team is that will be working on the campaign.

(e) The judges are keen to know if the message aligns with your organisation’s values.

(f) ITV sits at the heart of mainstream Britain and judges will be considering whether ITV and its audience provides an appropriate home for the idea and its messaging.

3.2.4. Production

(a) The judges will consider whether the concept is feasible to produce, and whether it is likely to pass all the legal and compliance requirements for on-air broadcast, including but not limited to:

● compliance with the ITV Broadcasters Standard Terms and Conditions (available [here](https://www.itvmedia.co.uk/trading-terms-conditions/itv-airtime-terms-and-conditions)); and

● whether it is likely to be cleared by Clearcast Limited (Co. Reg. No. 06290241) or any other copy clearance body as may be approved by the Ofcom licensed broadcasters from time to time;

(b) The cost to produce the TV advert is to be covered by the entrant. Entrants must ensure the production budget is signed off before submitting their entries. Concepts that envisage specific talent involvement and/or the procurement of third party rights should address the feasibility of securing and paying for them.

(c) ITV reserves the right at its sole discretion to reject any Entry where it considers that the Entrant may not be able to meet the demand that could be generated by a television campaign.

3.2.5. Advertisement and amplification

(a) The entry should be for an on air spot advertisement that will launch exclusively on ITV.

(b) The prize fund will support this campaign only and it cannot be transferred to other campaigns you might also have on air at the same time.

(c) For the purposes of bringing your idea to life, you can include additional amplification ideas around the launch spot, including different length of spot and how the campaign might live beyond the initial TV advert and across other platforms.

(e) It is desirable that you demonstrate the rigour that sits behind the TV lead campaign including any tool kits, apps, content, charity links etc.

3.3. By entering the competition, you are committed to producing an advertisement that reflects your winning entry. ITV will require regular contact and review sessions to ensure the creative concept being produced is true to the winning entry

**Selection process**

***Stage 1***

4.1. Following the Closing Time, each eligible entry will be assessed by an initial shortlisting panel (“**Shortlisting Panel**”) consisting of:

Dr. Sarah Hughes, Chief Executive, Mind

Kate Waters, Client Strategy & Commercial Marketing Director, ITV

Sarah Hunt, Head of Strategy and Communications, Social Purpose, ITV

4.2. The Shortlisting Panel will select up to five (5) campaigns to move into stage 2 of the Competition (“**Shortlisted Brands**”). The decision of the Shortlisting Panel will be based on the Selection Criteria.

***Stage 2***

4.2 In stage 2 of the Competition, each of the Shortlisted Brands will have one (1) month to develop a twenty (20) minute pitch (“**Pitch**”) which will take place in person in front of the extended judging panel (“**Extended Judging Panel**”) which is scheduled to consist of a chairperson and:

Kate Waters, Client Strategy & Commercial Marketing Director, ITV  
Sarah Hunt, Head of Strategy and Communications, Social Purpose, ITV

Dr. Sarah Hughes, Chief Executive, Mind

Dino Myers-Lamptey, Founder, The Barber Shop

Maisie McCabe, Editor, Campaign

Lindsey Clay, Chief Executive, Thinkbox  
Dan Morris, Creative Director

Dr Poppy Jaman OBE, Hon.PhD, MBA, Founder of MindForward Alliance

Laura Rogers, Executive Creative Director, AMV BBDO

The Pitch will take place on Wednesday 22nd April 2026 at a time and location (in London) to be communicated by ITV. Following the Pitch, there will be ten (10) minutes of questions from the Extended Judging Panel.

4.3 The Extended Judging Panel will then assess the Selection Criteria, together with the Pitch before making their decision who to award the prize to.

***Winner selection***

4.5 The winner will be announced on or shortly after Wednesday 13 May 2026.

**Prizes**

5.1. The prize for the winning entry is one million pounds (£1,000,000) (net) of linear Airtime value ("**Airtime Value**”), which may only be used to book Airtime on the ITV Family of channels (which, for the avoidance of doubt, excludes STV) to broadcast and transmit the winner’s advertising campaign featuring the winning entry. Use of the Airtime Value shall not count towards achieving any applicable share of broadcast revenue or volume commitments made under any agreements that have been or may be entered into between ITV and the winner (or its advertiser client (where applicable), or its agencies (where applicable)).

5.2 For the avoidance of doubt, the Prize is the Airtime Value only and excludes any associated PR, talent partnerships, on-screen or programme mentions and any other associated services or benefits relating to the winner’s use of the Airtime Value.

5.3. The prize must be used during the period 1 June 2026 to 31 December 2026 (“**Campaign Period**”). Any prize which has not been utilised in full by 31 December 2026 shall be extinguished, and ITV shall have no further liability to the winner (as applicable) in respect of the same.

5.4. Airtime for the advertising campaign of the winner (as referred to in clause 5.1 above) will be costed at BSP. The campaign TVRs will be delivered in such Day Parts and in Centre Breaks as is in line with Natural Delivery.

5.5. Agency commission will not be payable on Airtime Value or Matched Spend (as applicable).

5.6. The purchase and/or booking (as applicable) of the actual Airtime during the Campaign Period will be subject to entry into a separate written agreement with ITV Commercial, which shall incorporate ITV’s then current standard airtime trading terms and conditions (available [here](https://www.itvmedia.co.uk/trading-terms-conditions/itv-airtime-terms-and-conditions)). Notwithstanding the foregoing, in the event the winner is already party to a written airtime agreement with ITV Commercial in respect of the Campaign Period (or part thereof), the terms of such agreement may apply, as determined by the Promoter, subject always to the provisions of clause 5.1 above. All Bookings shall be made through ITV Commercial, acting on behalf of the relevant ITV Broadcaster severally (but excluding for the avoidance of doubt the STV Broadcasters).

5.7. The winner will be solely responsible for the production, delivery and compliance of the advertisement copy for their advertising campaign, except for the ITV branding. The finalised winning advertisement will be co-branded between ITV and the winner. The winner will be responsible for ensuring that an endframe stating “in partnership with ITV” (or such other wording and placement as agreed between the winner and ITV) is included in the advertisement. The Promoter hereby grants to the winner a non-exclusive, royalty free, non-transferable licence to use the ITV brand solely for the on-air broadcast of their advertising campaign on the ITV Broadcasters. The winner agrees not to use or permit the use of the ITV “branding for any other purpose without the Promoter’s prior written consent.

5.8. The Promoter may refuse to provide a prize, or seek its recovery, in the event of an entrant’s ineligibility to enter under the terms and conditions, an entrant’s breach of the terms and conditions, or fraud or dishonesty.

**6. Data Protection**

6.1 Save as set out in these terms and conditions, information and data ("**Personal Data**") which is provided by entrants when they enter will be held and used by the Promoter, the ITV group and their suppliers and contractors in order to administer the competition, inform the entrant (and client if applicable) that the entry has won, and if so issuing the prize. Entrants’ personal data may also be passed to relevant regulatory bodies, the police or other authorities in the course of the investigation of any complaints or suspected unlawful activity. Aggregate, non personal data may also be used for the purpose of undertaking market research or in facilitating reviews, developments and improvements to relevant services.

6.2 Any personal data will only otherwise be used in accordance with the Promoter’s privacy policy which can be viewed here.

**7. General Terms**

7.1 The Promoter and ITV group of companies are not responsible for late, lost or delayed entries, computer hardware or software failures of any kind that may delay or restrict entry into the Competition or any network, telephone line or communication failures of any kind, or for entries that are incomplete, incorrect, inaudible, incomprehensible, or not received. Such entries will be void.

7.2 The Promoter reserves the right to verify the eligibility of entrants and check their identity, including contacting the advertising client to confirm that they have given permission for their advertisement to be entered into the Competition. The Promoter reserves the sole discretion to withhold delivery of the prize until such proof of eligibility and identity has been confirmed or to disqualify the entrant from the Competition.

7.3 The Promoter may refuse to award a prize, or seek its recovery, in the event of nonentitlement under these terms or an entrant's breach of these terms, fraud or dishonesty.

7.4 In the event of any fault, mistake, misunderstanding or dispute concerning the operation of any part of the Competition, the decision of the Promoter shall be final.

7.5 Each entrant acknowledges that ITV reserves the right to publish the name of the winner, all entrants and relevant brands (as appropriate) and the details of the advertisements entered in the Competition on the Website, social media, [www.itvplc.com](http://www.itvplc.com), in ITV’s Social Impact Report and in press releases and each entrant grants ITV a non-exclusive, irrevocable and royalty free licence for ITV or its agents to use, publish and reproduce the submitted advertisement or any adapted, altered or edited version of it for such purposes.

7.6 Nothing in these terms and conditions shall exclude or limit the Promoter’s or ITV group’s liability for death or personal injury caused by their staff or supplier’s negligence or for fraud.

7.7 ITV assumes no responsibility for any damage, loss, injury or disappointment suffered by any entrant entering the Competition or as a result of accepting any prize and excludes such liability to the fullest extent permitted by law.

7.8 Each entrant indemnifies ITV against all actions, claims, costs, demands, proceedings, damages, charges and expenses whatsoever brought against ITV and arising in connection with any breach of these terms and conditions.

7.9 Entrants are advised to print and keep safe these terms and conditions.

7.10 These terms and conditions and any dispute or claim arising out of or in connection with them or their subject matter or formation (including any non-contractual disputes or claims) shall be exclusively governed by and construed in accordance with the laws of England and the entrant irrevocably submits to the exclusive jurisdiction of the courts of England and Wales.

**8. Contact Details and Further Information**

8.1 The promoter and prize provider of the Competition is ITV Commercial, a division of ITV Broadcasting Limited, ITV White City, 201 Wood Lane, London W12 7RU.