

AN INVITATION
TO TAKE PART IN AN
EXCITING CREATIVE
CHALLENGE

Creativity For Good 2026/2027

from the

PM
SOCIETY
ADVANCING STANDARDS

THE FORMAT

CREATIVITY FOR GOOD

THE GALLERY

THE GALLERY

Following last year's successful initiative where we moved away from the single-entry competition format to launch a collaborative, industry-wide creative, we are doing something similar for 2027 with a few small tweaks.

- A winner will be chosen by Creativity for Good Lead Dom Marchant and the charity - and will receive a PM Award during the awards show.
- Commended and Highly Commended mentions.
- Post the event, the artwork will be displayed at key locations (eg hospital or charity HQ) and/or auctioned off to raise further funds.

OUR CHOSEN CHARITY: DEMENTIA CARERS COUNT

A UK charity providing information, advice and support to thousands of dementia carers every year.

No carer should feel overwhelmed or alone. There are more than 1 million dementia carers in the UK, and 4 in 5 are reaching crisis point. With your help, we can reach more of them.

www.dementiacarers.org.uk



**DEMENTIA
CARERS COUNT**

THE BRIEF

You are invited to create a bespoke digital artwork that will become part of the ***Dementia Carers Count Art Gallery*** – a physical and virtual exhibition showcasing the great work and challenges of those providing care for people living with dementia.

Theme: Half of us will become dementia carers, or need care – we need to showcase the scale of this situation whilst also focusing on the messages of hope and positivity. This charity provides support and care precisely for those whose role has become all about providing support and care for others. Keyword is “community” – fighting not only a condition but loneliness through community.

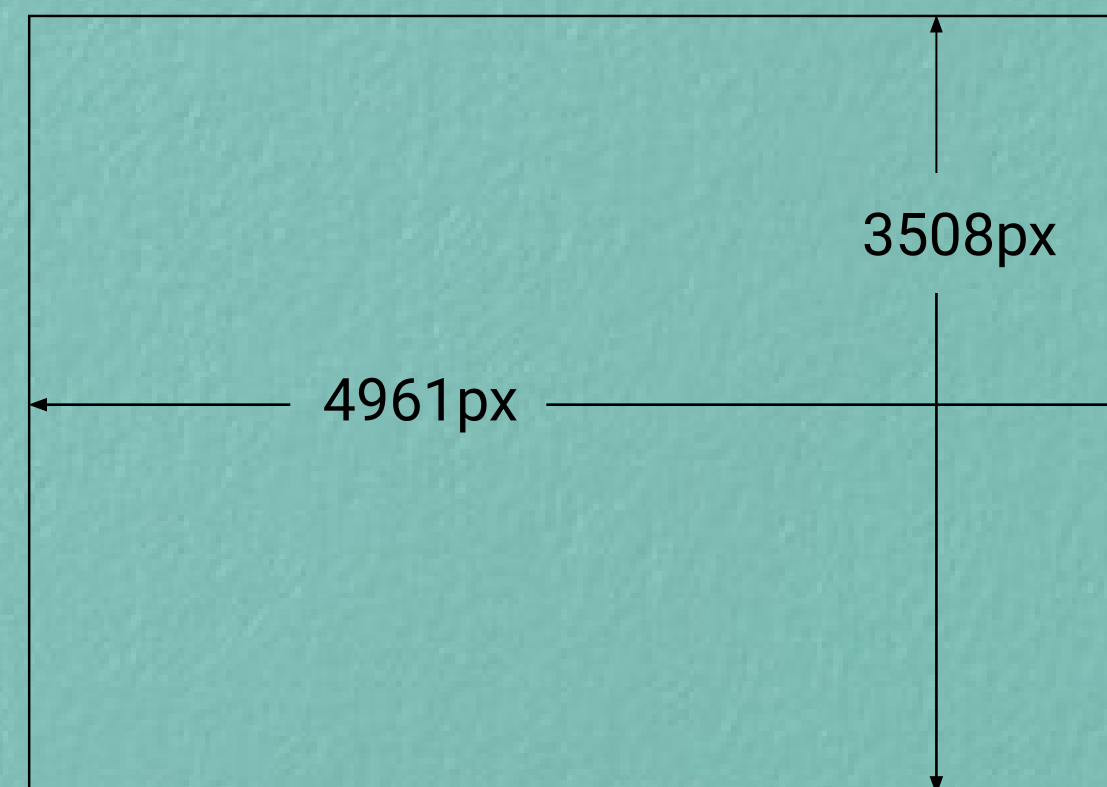
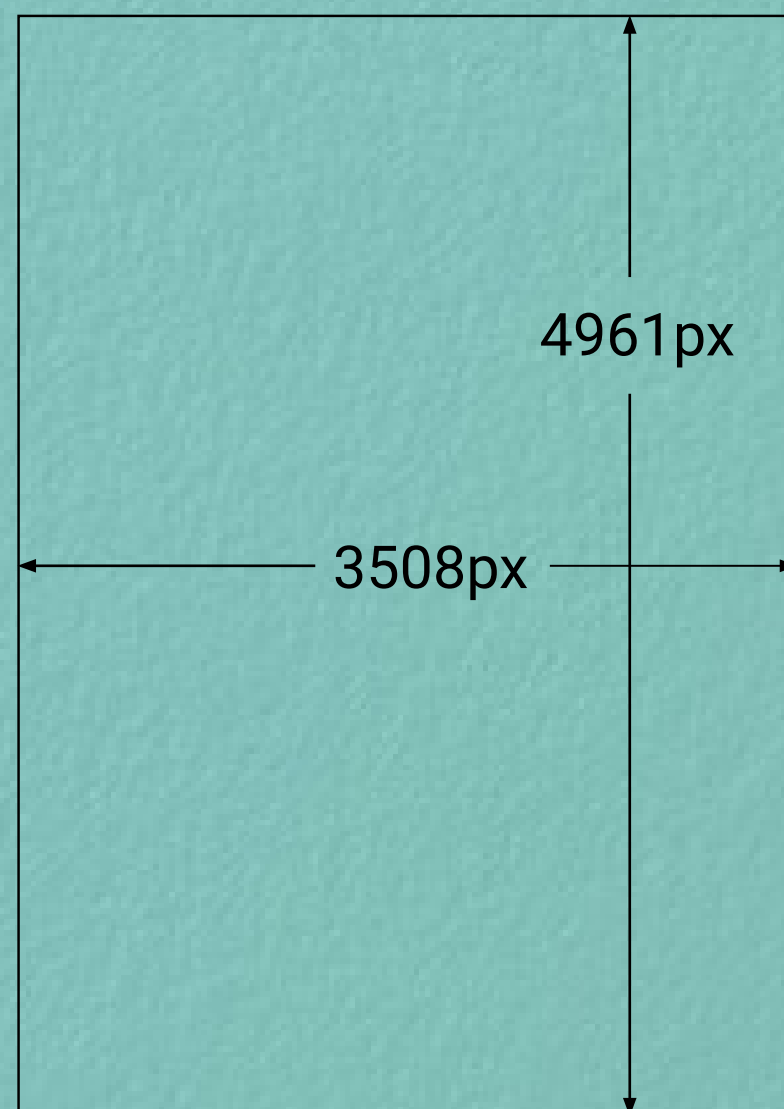
Art can explore:

- Emotional strength in providing care
- The power of community
- Connections made through asking for help
- Moments of peace, happiness, or connection vs isolation, despair and hopelessness



ARTWORK SPECIFICATIONS

- **Digital Format** (static image with optional* animated version)
- Size: **3508px x 4961px** (portrait or landscape)
- Colour mode: **RGB**
- ***Optional:** supply a QR code linking to an animated version
- Artwork deadline: **29th January 2027**



THE ASK

- **£700 entry fee** per agency
- This includes a donation of £550 directly to Dementia Carers Count, plus a £150 administration fee to cover the costs of the gallery and printing
- What you'll get:
 - Displayed as a physical installation at the **PM Awards 2027**
QR code with link to your company name/website
 - Hosted in a **long-term virtual gallery** post-event
 - Company name recognition:
 - > In the **Awards results brochure**
 - > **On-screen** at the ceremony
 - > On the **PM Society website**
 - > On **PM Society LinkedIn** posts



THE TIMELINE

- Initiative opens on 12th August 2026
- Interested agencies notify PM Society that they are participating
- **First 40 agencies** who express interest are signed up and invoiced
- Agencies have until **29th January** to submit their artwork
- PM Society prints all artwork and builds gallery installation for The PM Awards 2027
- Immediately after the awards, all artwork appears on the PM Society website in the Creativity for Good gallery
- All artwork from the physical gallery is provided to Dementia Carers Count after the awards. Artwork is either installed at key locations (eg clinics) or auctioned off to raise further funds



THANK YOU

Only **40 agencies** can take part. It's **first come, first served**.

The C4G contacts:

- Dominic Marchant, C4G lead, dom@dominimarchant.com
- Caroline Benson, C4G challenge lead, carolinebenson@cuttsyandcuttsy.com
- Sarah Ralphson, C4G charity liaison, sarah@ralphson.org.uk
- Fay Bugler, Finance Manager, PM Society, fay@pmsociety.org.uk

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