

2016-17 AD VENTURE STUDENT COMPETITION: HERstory



6 DO's and DON'Ts to create the perfect campaign



DO....



DON'T....

Make sure there is a good balance between argument and creative execution



Simply restate the client brief in your creative materials - they should add something to your campaign!



Take your time to research the subject well. A work schedule could be a useful tool to help you plan your time.



Be afraid to push your ideas that one step further - play the role of the client and challenge your own material constantly.



Communicate your thoughts as clearly as possible - sometimes less is more!



Ever lose your focus and enthusiasm - developing a campaign is a marathon, not a sprint!

