

AD VENTURE COMPETITION – ENTRY PROCEDURE

Registration

Fill out this form <https://bit.ly/3NUMdt0> by providing the following information:

- University name
- Team name (different than your school's name)
- Team Composition (how many students in your team, their names and e-mail addresses)
- Supervisor's name & e-mail
- Country.

Teams should consist of 4 to 6 students. Edcom, in agreement with the universities, will cover travel and accommodation costs for 4 students per team from the 3 finalist teams to attend the live pitch session with the client. The same support will be provided for the winning team attending the Cannes International Festival of Creativity.

Campaign submission: Entry Form & PowerPoint presentation (20 slides)

Your team is expected to submit a campaign via an online Entry Portal. You can use the Entry Form word document to collaborate with your team members as you prepare your entry. It mirrors our online entry form, providing you with all the questions as they appear in the Entry Portal. At the end of the online form, there is space to submit your PowerPoint presentation describing your case and creative materials. Please note, the PowerPoint is limited to 20 slides, comprising the following:

- Introduction/Title: 1 slide
- Team members (profile): 1 slide
- Research / Strategy / Media: 13 slides (format & structure to be decided by the team)
- Creative: 5 slides.

Please note that all campaigns must be submitted in **English** and that EACA/edcom has the right to use them for educational and promotional purposes. However, if the client likes your idea and would like to implement (some parts of) it, we will make sure to facilitate the conversation between both parties so that your team deserves all credit for its creative ideas and insightful thinking.

Judging Process

Your campaign will go through 2 rounds of judging. First round is composed of 40 jurors, 20 representing the academia world and 20 the industry (agency & client). The first round of judging takes place in February, where 10 teams will be shortlisted to move to the next stage of the competition.

The second-round jury is composed of up to 10 senior academics and industry professionals that will meet online to sort the top 3 team who will access the final stage of the Ad Venture competition. The 3 finalists will be asked to prepare to pitch their campaign in front of the Client in May. On 26 May, there will be a 4h session: Live Pitching, Q&A with the finalists and the final jury who will have the opportunity to ask the teams several questions. After that the jury will elaborate and choose the winner. Winners will be announced on the same day.

Entry Form

Below you can find the sections of the entry form and what is expected from you.

Overview

- ❖ Executive summary
- ❖ Research & Analysis /10
- ❖ Strategy /15
- ❖ Media /10
- ❖ Creative /15

Executive Summary

Campaign title

Choose a suitable campaign title that is not the same as your team name.

Campaign background (max. 300 words)

This section should contain:

- ✓ An introduction and overview of your campaign proposal
- ✓ The approach you have taken to reach your strategy
- ✓ The expected outcome in terms of response
- ✓ Any criteria that might affect the campaign

Campaign summary (max. 90 words)

Enter a brief paragraph that summarises your campaign so your concept can be understood at a glance.

Additional information (max. 100 words or N/A)

You are allowed to include extra comments for the jury if you think it adds information to the previous sections. If you do not wish to add anything, just type N/A.

Research and Analysis (10 points)

Conducted Research (max. 300 words)

Describe the research you have conducted. This must cover both secondary and primary research, and should provide details on the approach, sampling and methodology that you adopted.

Situation Analysis (max. 400 words)

Provide details of your research findings and a Situation Analysis. This should demonstrate your understanding of the brand, the market (its composition, size and potential), a competitor profile, and industry/category gaps, opportunities and trends.

Strategy (15 points)

Campaign Objectives (max. 100 words)

A listing of your prioritised communications objectives (maximum of 4). See Glossary.

Proposed Strategy and Tactics (max. 500 words)

Your strategy and tactics should demonstrate how your integrated campaign has a high probability of success in achieving the set objectives. See Glossary.

Campaign Evaluation (max. 100 words)

Describe how your campaign's impact / effectiveness will be evaluated.

Creative Brief (max. 600 words)

Your Creative Brief can take any format or style, but must cover the list of essential elements, as outlined in the Glossary.

Media (10 points)

Media Strategy and Plan (max. 400 words)

This should cover how your combination of channels/platforms will contribute to achieving the campaign objectives. Reach, frequency and any other media goals and considerations should be addressed.



Media Schedule

This should be represented in tabular/graphic form (e.g. Gantt Chart) and feature channel/platform types only (e.g. TV, Social, Mobile, etc). Do not include specific media titles.

Media Budget (max.100 words)

A breakdown of planned media expenditure by channel/platform type only (as above). Do not include specific media titles.

Creative (15 points)

This should cover a rationale and description of your creative recommendations – campaign idea / theme / style and examples of how the idea would be articulated, and how your creative executions would work in your chosen media. See Glossary.

Key criteria that will be applied to creativity are: impact, originality, memorability.