



The brief: edcom x Ad Net Zero Student Competition 2025
Reimagine the Future of Advertising – Sustainably.

The Challenge

Create a 3–5-minute video that educates and inspires, explaining Action 5 (sustainable behaviour) of the Ad Net Zero framework and communicates its significance.

Creativity is key!

- Use animation, interviews, storytelling, or mixed media.
- Teams should consist of 1 or 2 students.
- Note: Al-generated content is accepted with limited exceptions. All may be used
 for idea generation or copywriting support but should not be used to generate
 imagery or video content, as this can be carbon intensive. You will be asked to
 disclose any tools used in the submission form.

Written Component (Max 350 words)

Along with your video, submit a short-written reflection that includes:

- A brief outline of your concept or proposal
- Why you chose this specific creative approach
- How your format, tone, and visual choices help convey the message of Ad Net Zero's Action 5