

Ad Venture 2025/2026 Timeline

Call for entries:

- **12 September 2025:** Brief delivery to Universities
- **9 2024, 3 pm CET:** Webinar with the Client to present the Brief
- **21 October 2025:** Team Registration Open
- **31 December 2025 (noon CET):** Deadline for Registrations
- **Open to submissions 5 to 30 January 2026 (noon CET):** Deadline for Students to submit their campaigns

Judging:

- **6 February- 16 February 2026:** Round 1 Judging to determine TOP 10 (online individual judging)
- **17/18 February 2026:** Top 10 Announcement
- **26 February 2026:** Round 2 Jury to determine TOP 3 (online judging session over one day)
- **26 March 2026:** TOP 3 teams pitching to the client in Lisbon, Portugal.

Cannes Lions:

June 2026: Winners go to the Cannes Lions Festival.