AD VENTURE COMPETITION – ENTRY PROCEDURE

Registration

Register your team here and make sure to include 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.
Each edcom member University is entitled to register 4 teams free of charge. Each additional team can be signed up for 250 Euro per team.

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 that the PowerPoint is limited to 20 slides, comprising the following:

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

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 3 rounds of judging. First round is composed of 50 jurors, 25 representing the academia world and 25 the industry (agency & client). The first round of judging takes place at the end of January and the beginning of 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 who will meet online in mid-February to sort the top 3 teams 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 March. In mid-March 2027, 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

Team name	
Campaign title *Choose a suitable campaign title that is not the same as your team name.*	
Campaign background (max. 350 words) *This section should contain:* ✓*An introduction and overview of your campaign proposal* ✓ *The audience insight and business problem you're solving.* ✓*The approach you have taken to reach your strategy* ✓*The expected outcome in terms of response* ✓*Any criteria that might affect the campaign*	
Provide answer.	
Campaign summary (max. 90 words) *Enter a brief paragraph that summarises your campaign so your concept can be understood at a glance.*	
Provide answer.	
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.*	
Provide answer.	

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.*

Provide answer.
Situation Analysis (max. 450 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. Your analysis should also clearly identify the audience insight and business problem that your campaign aims to address.*
Provide answer.

Strategy (15 points)

Campaign Objectives (max. 100 words) *A listing of your prioritised communications objectives (maximum of 4). See Glossary.*
Provide answer.
Proposed Strategy and Tactics (max. 600 words) Your strategy and tactics should demonstrate how your integrated campaign has a high probability of success in achieving the set objectives. See Glossary. Your response should also clearly present your Big Idea, including your campaign concept and creative platform, and explain how it responds to the audience's insight and business problem identified in your research.
Provide answer.
Campaign Evaluation (max. 300 words) *Describe how your campaign's impact / effectiveness will be evaluated. Identify the KPIs you would use to measure success and explain how your campaign contributes to Adobe's objectives, including downloads, consideration among content creators and social engagement (e.g. likes, saves, comments and shares).* *Show how you would know whether your campaign worked and how the results would connect back to the business challenge and campaign objectives. Measurement is mandatory and should demonstrate how your creative idea can deliver measurable results.*
Provide answer.
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.*
Provide answer.

Media (10 points)

Media Strategy and Plan (max. 500 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.* *Your response should also explain your Go-to-Market / Platform Plan: where the campaign will live, why the selected channels and platforms are appropriate for the target audience, and how they will help drive downloads and trial.*
Provide answer.

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.*
Provide answer.
Media Budget (max.100 words) *A breakdown of planned media expenditure by channel/platform type only (as above). Do not include specific media titles.*
Provide answer.

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.

***Your submission must include at least one hero execution** that brings your campaign idea to life. This can take the form of a video concept, storyboard or sample content piece. The hero execution should demonstrate how your Big Idea can be translated into a tangible creative output.*

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

AI Usage Guidelines

To ensure fairness and originality, participants may use AI tools under the following conditions.

FROM THE BRIEF – AI USAGE

1. ***AI positioning:** position AI as a creator-directed accelerator — the creator decides, controls and owns the* output. Do not position AI as generating the finished creative on the creator's behalf.

2. **Your use of AI (must declare):** you may use generative AI throughout — research, ideation, copywriting, image generation, storyboarding, video production or editing — but you must declare how you used it. Work will be judged on your own strategic and creative contribution; AI-assisted execution won't count against you when the thinking is clearly yours.

Supporting Material – Accessibility

Please ensure that all supporting materials submitted with your entry are accessible to the jury throughout the judging period. It is the team's responsibility to make sure that all submitted materials can be accessed and viewed/downloaded by the jury.

Please avoid using links that may expire, require special permissions or become inaccessible during the judging period. Where possible, we recommend uploading your materials to a stable platform such as Google Drive and checking that the sharing settings allow the jury to access the files without requesting additional permission.

Please test all links and access permissions before submitting your entry. If the jury cannot access the submitted materials, the relevant work may not be assessed.