

Ad Venture Student Competition - Entry Form

This document will help you collaborate with your team as you prepare your entry. It mirrors our online entry form, presenting all the questions as they appear in the Entry Portal. **YOU ARE REQUIRED TO SUBMIT YOUR WORK ON THE ENTRY PORTAL**
ACCESSIBLE AT: [Login - edcom Ad Venture Student Competition](#).

The entry form is designed to help you structure your response to the client brief and ensure that all the requested deliverables are clearly addressed. Please make sure that every deliverable requested by Adobe in the brief is incorporated into your entry in the relevant sections of the form and in your final presentation.

At the end of the **online form**, there is a section for you to submit your presentation (IN PDF FORMAT) and other supporting material. The presentation should describe your case and creative materials. Please note that the presentation is limited to 20 slides, comprising the following:

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

Please note that the SUPPORTING MATERIAL section is mandatory.

It is your responsibility to make sure that the supporting material is accessible to the jury. If this requirement is not met, the campaign will not be assessed.

FROM THE BRIEF: “What to Submit (Deliverables)” Section

Before submitting your entry, please check that you have addressed all deliverables requested in the Adobe brief, including:

- **Context & insight:** the audience insight and business problem you’re solving.
- **The big idea:** your campaign concept and creative platform.
- **At least one hero execution:** a video concept, storyboard or sample content piece that brings the idea to life.
- **Go-to-market / platform plan:** where the campaign lives, why, and how it drives downloads and trial.
- **Measurement & evaluation (mandatory):** the KPIs you would use and how your campaign contributes to Adobe’s objectives: downloads, consideration from the content creators and social engagement (likes, saves, comments, shares...). Show how you would know it worked.
“Measurement is not optional. We want to see the creative idea connected directly to the business challenge, so teams show not just how they’d solve the problem but how success would be measured”

Use this document as a guide to organise your answers and develop your work. **Please always refer to the official Adobe brief for the complete client requirements and instructions.**

Overview

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

Executive Summary

Team name	
Campaign title <i>Choose a suitable campaign title that is not the same as your team name.</i>	
Campaign background (max. 350 words) <i>This section should contain:</i> ✓ 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) <i>Enter a brief paragraph that summarises your campaign so your concept can be understood at a glance.</i>	
Provide answer.	
Additional information (max. 100 words or N/A) <i>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.</i>	
Provide answer.	

Research and Analysis (10 points)

Conducted Research (max. 300 words) <i>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.</i>
Provide answer.
Situation Analysis (max. 450 words) <i>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.</i>
Provide answer.

Strategy (15 points)

Campaign Objectives (max. 100 words) <i>A listing of your prioritised communications objectives (maximum of 4). See Glossary.</i>

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) <i>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.</i>
Provide answer.
Creative Brief (max. 600 words) <i>Your Creative Brief can take any format or style, but must cover the list of essential elements, as outlined in the Glossary.</i>
Provide answer.

Media (10 points)
Media Strategy and Plan (max. 500 words) <i>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.</i>
Provide answer.
Media Schedule <i>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.</i>
Provide answer.
Media Budget (max.100 words) <i>A breakdown of planned media expenditure by channel/platform type only (as above). Do not include specific media titles.</i>
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.