



Ad Venture Entry Kit

DO YOU WANT TO JOIN THE WORLD OF ADVERTISING ?

THIS IS YOUR UNIQUE CHANCE TO PROVE YOUR SKILLS TO THE INDUSTRY !

ARE YOU UP FOR IT ?

HOW DOES IT WORK ?

1. TEAM UP WITH YOUR FELLOW STUDENTS AND CREATE AN ALLSTAR AGENCY TEAM
2. REGISTER ONLINE
3. RESPOND TO OUR BRIEF WITH A KILLER CAMPAIGN
4. COMPETE AGAINST TEAMS FROM ALL OVER EUROPE
5. A CHANCE TO PRESENT YOUR CAMPAIGN TO SENIOR AGENCY MANAGERS

DO YOU GET THE JOB DONE ?
BECOME A PRODUCER !

FULL OF IDEAS ?
BECOME A CREATIVE !

BORN LEADER ?
BECOME AN ACCOUNT DIRECTOR !

ARE YOU A WINNER ?
GO HUNTING FOR AN AD VENTURE AWARD !

STRATEGIC MIND ?
BECOME A PLANNER !

AD VENTURE. IT'S MORE THAN A GAME. IT'S YOUR GATEWAY INTO ADVERTISING.





ABOUT ADVENTURE

About Ad Venture

Ad Venture is the first Pan-European competition which gives students the chance to experience what it is like to work in advertising by creating their own campaign for a real client. Students will be incorporating everything they have learned in class by working on their campaign from September to March.

The three finalist teams will have the opportunity to present their campaign at the edcom Members' Meeting in **May 2019**. The winning team will receive travel, accommodation and a ticket to Cannes Lions Festival of Creativity!

Target audience

This international competition is open to students from:

- [edcom member institutions](#) which may enter up to 4 agency teams free of charge – as of the 5th team, an entry fee of €230/team will be charged.
- non-edcom institutions that teach communications studies (advertising, design, marketing, etc), which will be charged an entry fee of €230/team.

Requirements

- You are a student at a university, school or educational institution;
- Your team has maximum four members, which can be changed until the moment the campaign is uploaded online;
- Your team is responsible for registering and uploading your campaign and has the approval of your school/university. Your team has an academic supervisor.
- There is no age restriction;

Please don't wait until the last possible moment to submit your campaign to avoid any problems due to high website traffic.



ENTRY PROCEDURE

Registration

1. Register your team on the [Ad Venture website](#) by filling in the registration form.
2. Once your team has been registered, the edcom Secretariat will approve your registration as soon as possible.
3. Once approved, you will receive an automatic email with your log in details.
4. If your team is not an edcom member, you will be sent an invoice with payment details.

Campaign submission

Your team is expected to submit a campaign composed of an **entry form** to describe your case and **creative materials**.

You have the option to upload a PDF presentation to present your campaign, but this is not compulsory.

Have a look last year's winning campaign: [entry form](#) and [creative materials](#).

Once you have completed the entry form and submitted your creative materials, you will have the option to preview your submission. Please make sure to double check all sections of your campaign before submitting it, as you will not be able to change it afterwards. Once the campaign has been submitted, the system will generate a PDF, which the jury will use to judge your campaign.

Please note that all campaigns must be submitted in **English** and that EACA 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.



Entry form

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

Overall 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 the campaign*
- ✓ *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.

Each campaign will be reviewed by 6 judges and scored based on the following criteria with the following point distribution:

Research (10 points)

- **Conducted Research (max. 400 words)**

Describe what research you've conducted to develop a situational analysis and a detailed understanding of your target audience and the 'market'. This must cover both secondary and primary research, and the methodology adopted.

- **Key consumer insight (max. 100 words)**

Key consumer insight is the key source of inspiration for successful marketing activity. It comes from understanding, is developed from research findings and analysis, and it must lead to action. Insight is to see 'inside the consumer' and relates to a need (want) that is important and enduring.



Strategy (10 points)

- **Prioritized objectives (max. 100 words)**

Please state your communications objectives, which should be SMART (specific, measurable, achievable, realistic, time specific) and concise yet challenging.

- **Proposed strategy & tactics (max. 300 words)**

Your strategy and tactics will need to demonstrate how your integrated campaign will be a success. Provide a clear definition of your target audience – demographics/ attitudinal/ behavioural/ media consumption and explain why you have selected this target.

- **Campaign Evaluation (max. 100 words)**

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

Creativity and Media (10 points)

- **Creative materials (to be uploaded to the platform)**

Teams are encouraged to consider all promotional channels: web, multi-media, social networks, YouTube, interactive websites of newspapers/magazines promoting reader engagement and other relevant sites, print, television, radio or out-of-home. The platform supports the following files:

- ✓ Images: JPG/JPEG (RGB only, no JPG CYMK), GIF, PNG/ minimum width of 2500 pixels / 150 dpi
- ✓ Videos: MPG, MOV, AVI, MP4, WMV (we also accept YouTube links)
- ✓ Audio materials: MP2, MP3, MP4, WAV
- ✓ Flash: SWF
- ✓ PDF

We strongly encourage you to upload a PDF presentation, summarising your campaign as an extra source of information for the jury, in addition to the entry form.

- **Creative brief (max. 200 words)**

Your Creative Brief can take any format (and include any elements) of your choice, but it must contain a description of your proposition.

Your SMP (Single-Minded Proposition)- this is not a 'campaign' or 'tag' line, but an expression of the most important benefit/s that your campaign offers to the target audience. Why this SMP is most persuasive and relevant to the target audience? What evidence ('Reasons to Believe') you can present to substantiate your SMP?



- **Creative execution (max. 100 words)**

This should comprise your creative recommendations - campaign idea/ theme/ visual execution and examples of how the idea would work in your chosen media.

- **Media plan (max. 200 words)**

Determine the best combination of channels to achieve the marketing campaign objectives and choose your platforms accordingly. Think about how many people can be reached through each channel and how frequent your interaction should be. We only expect recommendations and are not asking for media budgets.

JUDGING

The Ad Venture Student Competition is judged in three rounds:

- The **first round** consists of 20 academics, 20 agency professionals and 20 client representatives. Each juror receives 10 campaigns to judge. The best 10 campaigns go through to the second round.
- In the **second round**, 6 judges (2 academics, 2 agency professionals and 2 client representatives) will judge each of the top ten campaigns and select the top three in a conference call.
- In the **third round**, the top three finalists will present their campaign to a jury panel consisting of 2 academics, 2 agency professionals, 2 client representatives and a jury chair.

The jury may also decide not to choose three finalists if it believes the level to be below the standard. All decisions made by the jury are final and cannot be subject to any appeal.

INSPIRATION HUB

When designing your campaign, you can find some useful inspiration in the following places:

- [Previous Ad Venture editions](#)
Have a look at the winning campaigns from 2008-2018
- [AdForum creative library](#)
Receive free access to the AdForum's Creative Library for your team for one month and browse through world's best campaigns! Please contact inspire@eaca.eu should you be interested.



- [Euro Effie Awards website](#)
The European Effectiveness Awards reward the most effective advertising campaigns across Europe. Visit its website to learn more about the winners and get inspiration to develop an effective campaign.
- [WARC Database](#)
Receive one month free access to the entire database of WARC, which offers advertising know-how from the world's leading brands to help their clients grow. Contact inspire@eaca.eu for more details.

Interesting links

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<http://lettoysbetoys.org.uk/what-do-toys-have-to-do-with-inequality/>

<http://lettoysbetoys.org.uk/why-it-matters/>

<http://lettoysbetoys.org.uk/toys-and-learning/>

<http://derby.openrepository.com/derby/handle/10545/304844>

Other imagery used by Let Toys Be Toys:

<http://lettoysbetoys.org.uk/category/campaign-images/>

<http://lettoysbetoys.org.uk/tvads>

Other relevant public campaigns:

<https://livefearfree.gov.wales/campaigns/this-is-me?lang=en>

<https://www.youtube.com/watch?v=GJi5VZag7TY>

<https://www.inspiringthefuture.org/redraw-the-balance/>



KEY DATES

10 September 2018: Launch Ad Venture Student Competition 2019
14 December 2018 at 12h00 CET (noon): deadline for online team registrations
15 March 2019 at 12:00 CET (noon): deadline for campaign submissions
12 April 2019: announcement of Top 10 finalist teams
26 April 2019: announcement of Top 3 finalist teams
16-17 May 2019: top 3 presentations at the edcom Members' Meeting and announcement of the winning team
17-21 June 2019: Cannes Lions International Festival of Creativity

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