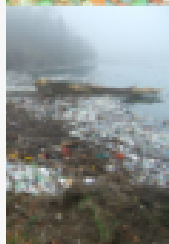
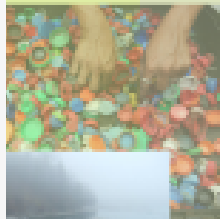


2019- 2020

SUBMITTING YOUR CAMPAIGN IN 5 STEPS!

JOIN AD
VENTURE
2019-2020



STEP 1

GO TO [HTTP://WWW.ADVENTURE-COMPETITION.EU](http://www.adventure-competition.eu) AND LOG IN BY USING THE DETAILS YOU RECEIVED BY EMAIL. IN CASE YOU LOST THESE, PLEASE CONTACT INSPIRE@EACA.EU

STEP 2

ONCE LOGGED IN, GO TO 'OUR CAMPAIGN' IN THE TOP RIGHT MENU

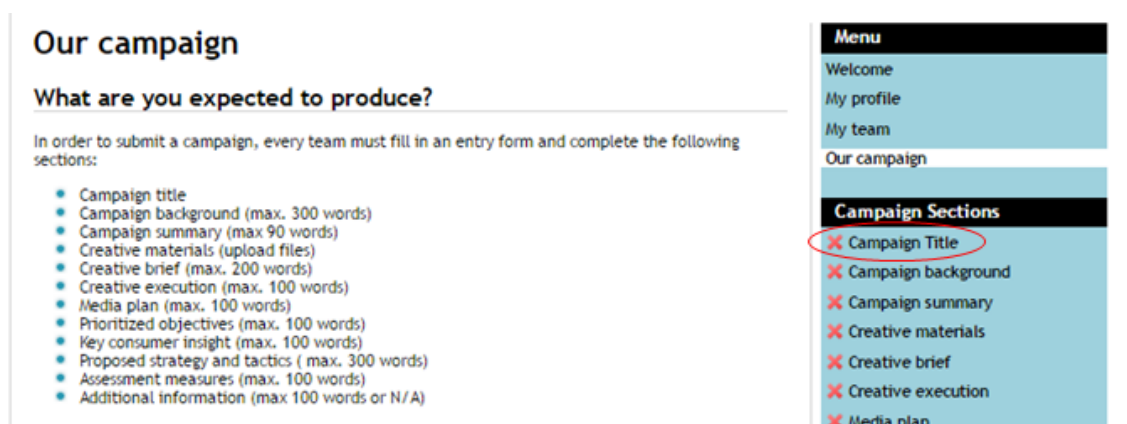


PHASE 01

YOU WILL LAND ON A PAGE WITH MORE INFORMATION ABOUT SUBMITTING YOUR CAMPAIGN.

PHASE 02

GO THE TOP RIGHT MENU AND CLICK ON THE FIRST CAMPAIGN SECTION CALLED 'CAMPAIGN TITLE'



STEP 3

NOW YOU'RE SET TO GO! FILL IN EACH SECTION AND CLICK ON 'NEXT' TO GO TO THE NEXT SECTION.

PLEASE NOTE THAT YOU WILL NEED TO RESPECT THE MAXIMUM WORD COUNT WHEN FILLING IN SECTIONS AND THE MAXIMUM UPLOAD SIZE WHEN SUBMITTING CREATIVE FILES.

Ad Venture Competition

Logged on: assistant@eaca.eu - My profile - Logout

1 2 3 4 5 6 7 8 9 10 11

Campaign Title

Entre your campaign title

Menu

- Welcome
- My profile
- My team
- Our campaign

Campaign Sections

- ✗ Campaign Title
- ✗ Campaign background
- ✗ Campaign summary
- ✗ Creative materials

STEP 4

WHEN UPLOADING CREATIVE MATERIALS, CLICK ON 'CHOOSE FILE', AND THEN CLICK ON 'UPLOAD'.

THE FILE WILL ONLY BE SHOWN TO THE JUDGES IF IT APPEARS IN THE LIST.

PLEASE ALSO MAKE SURE NOT TO USE ANY SPECIAL CHARACTERS IN THE TITLE OF THE FILES.

Name	Date
adventure_logo.png	7/03/2017

Add a new file
(250 Mb Max. No special characters in your file name)

Choose File No file chosen

Upload

BACK NEXT

STEP 5

BEFORE SUBMITTING YOUR ENTRY, MAKE SURE TO AGREE WITH THE TERMS AND TO PREVIEW YOUR CAMPAIGN. ONCE SUBMITTED, YOU WON'T BE ABLE TO MAKE ANY CHANGES ANYMORE!

Ad Venture Competition Logged on: assistant@eaca.eu - My profile - Logout

Submit your entry

I agree that the case can be used for teaching purposes.

SUBMIT CAMPAIGN.

Preview your campaign

Campaign background
test

Campaign summary
test

Creative brief
test

Creative execution
test

Media plan
test

Prioritized objectives
test

Menu

- Welcome
- My profile
- My team
- Our campaign

Campaign Sections

- ✓ Campaign Title
- ✓ Campaign background
- ✓ Campaign summary
- ✓ Creative materials
- ✓ Creative brief
- ✓ Creative execution
- ✓ Media plan
- ✓ Key consumer insight
- ✓ Prioritized objectives
- ✓ Proposed strategy & tactics
- ✓ Suitable measures for assessing the proposed campaign's success
- ✓ Additional information
- ✓ Submit your entry

Tweet & Post about your experience!

CAVEAT

PLEASE DON'T WAIT UNTIL 10TH OF MARCH TO SUBMIT YOUR CAMPAIGN, TAKE YOUR TIME BEFOREHAND TO GO THROUGH EVERYTHING!

**ANY QUESTIONS? DON'T HESITATE TO CONTACT US:
INSPIRE@EACA.EU OR 0032 2 740 07 18
WE WISH YOU THE BEST OF LUCK!**