

What is new

The client

- ❖ This year's edition will be sponsored by the client

The Campaign

- ❖ The new Ad Venture Glossary gives students more guidance on what is expected from their campaign

Judging

- ❖ The Ad Venture Judging has been simplified and reduced to two rounds
- ❖ The TOP 10 students will get the opportunity to present their campaign to the 2nd (final) round of judges
- ❖ They must prepare a 10 minutes video to pitch their campaign and submit it prior to the finals
- ❖ At the Ad Venture Finals, the TOP 10 students will have the chance to convince the client and juries of their campaign during a Q&A session

Geographical remit

- ❖ Ad Venture and all its stages will take place virtually, this will give talents from all over the world the opportunity to take part in the competition