

AD VENTURE COMPETITION – 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 contact you by email.
3. 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** (please use the template available on the Ad Venture website) to describe your case and **creative materials**. You have the option to send a PDF presentation to present your campaign, but this is not compulsory.

Once you have completed the entry form and prepared your creative materials, please send it to the edcom Secretariat by email (kasia.gluszak@eaca.eu).

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 2 rounds of judging. First round is composed of 40 jurors, 20 representing the academia world and 20 the industry (agency & client). The first round of judging takes place in March/April with the Top 10 finalists' announcement in April.

The second-round jury is composed of up to 10 senior academics and industry professionals. The finalists will be asked to prepare a 15-minute video to pitch their campaign that will be distributed to the jurors a week before the final judging. Videos will also be posted on the edcom website. In May, there will be a 2h session: 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 for 2h and choose the winner. The next day, there will be a 1,5h feedback from the jury session and the announcement of the winner.

Entry Form

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

Overview

- ❖ Executive summary
- ❖ Research & Analysis /5
- ❖ Strategy /10
- ❖ Media /5
- ❖ Creative /10

Executive 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 your campaign proposal
- ✓ 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.

Research and Analysis (5 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.

Situation Analysis (max. 400 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.

Strategy (10 points)

Campaign Objectives (max. 100 words)

A listing of your prioritised communications objectives (maximum of 4). See Glossary.

Proposed Strategy and Tactics (max. 500 words)

Your strategy and tactics should demonstrate how your integrated campaign has a high probability of success in achieving the set objectives. See Glossary.

Campaign Evaluation (max. 100 words)

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

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.

Media (5 points)

Media Strategy and Plan (max. 400 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.

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.

Media Budget (max.100 words)

A breakdown of planned media expenditure by channel/platform type only (as above). Do not include specific media titles.

Creative (10 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.

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