

AD VENTURE COMPETITION – CASE DESCRIPTION

Ø Campaign background & summary (300 words)

This section should contain:

- An introduction and overview of the campaign
- Background information on the city or town chosen
- The approach you have taken to reach your strategy
- The expected outcome in terms of response

Ø Prioritized objectives (100 words)

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

Ø Proposed strategy & tactics (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.

Ø Creative brief (200 words)

The Creative Brief should comprise:

- The key thought you wish the audience to take from the campaign - this is not necessarily a 'campaign' or 'tag' line, but a summary of the key insight about this audience
- Why this insight will be the most relevant to the audience
- What evidence you can present that will convince the audience to believe your key thought

Ø Creative execution (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.

Ø Media recommendations, choice of channels (100 words)

This section should be an outline of the relevant media to reach your audience in the most effective way. We only expect recommendations and are not asking for media budgets. You should indicate how much each chosen media accounts for in percentage.

Ø Suitable measures for assessing the proposed campaign's success (100 words)

Describe how your campaign's impact could be evaluated.

Ø Creative material

You are free to use online, TV, cinema, radio, print, outdoor... to bring your integrated campaign to life. The visual material should be indicative of your creative approach but does not need to be highly finished. In case of TV advertising a storyboard instead of a finished film is acceptable. What is important is to demonstrate to the judges how you have turned your strategy into a creative reality.