

NABA
NUOVA ACCADEMIA DI BELLE ARTI

IN COLLABORATION WITH

NEUTRAL AGENCY
The
BIG NOW
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IT'S TIME FOR A NEW ADVENTURE

COMPETITION 2018 BRIEF

A business from your country has decided to relaunch one of its products through social media platforms and has chosen you to design a strategy taking inspiration from an advertising that you saw on television when you were a child and that you have never forgotten (every now and then you still watch it on YouTube!).

Today, in front of the managers of that company, you are ready to pitch your idea (you have 3 minutes to convince them). It took some hard work, but in the end, you were able to:

- Analyse the old advertising (What message did it communicate? What emotional need of the consumer did it satisfy? Why did that creative idea prove successful to the point of being relevant even today?)
- Use the old concept, transforming it into a new message suitable to be spread via smartphone (Why do you think this digital strategy is useful? Which digital consumer behaviour do you want to encourage? What motivation will push the consumer to use the proposed social platform?)
- Create the storyboard for a video that tells us your new idea and in which there is the same brand payoff but an effective new claim related to the presented creative idea (well, you may not be very good at drawing, but your idea will convince them ...). Fantastic! You were able to fit all three points in a 10MB max pdf file!!!

It is strongly recommended to read the report DIGITAL IN 2018 - GLOBAL OVERVIEW - A collection of Internet, social media, and mobile data from around the world. Check [here](#)

AUDIENCE

The competition is open to professionals and graduates in advertising, communication, brand and graphic design-related disciplines, design, marketing and humanities.

DELIVERABLES

Candidates are required to submit:

- Project description: advertising idea and strategy illustrated by A4 paper boards or a single .pdf file including a short written description.

Candidates are also required to submit:

- Personal portfolio of works and projects;
- Detailed curriculum vitae;
- Motivation statement;
- Copy of Bachelor Degree/Academic diploma translated into English/Italian;
- Academic transcript/marksheet of previous studies, translated into English/Italian, listing subjects and exams, with corresponding number of hours/credits;
- Copy of passport;
- NABA Master Programs Application Form – Academic Year 2018/2019*.
- Candidates are asked to send their materials in English or Italian and in two files in PDF format: one including the competition project and one including the remaining materials.

**The application fee is waived for competition participants*

JURY

Projects will be evaluated and selected by the Faculty of the Academic Master in Creative Advertising and the Admissions Jury.

PRIZES

The five best projects will be awarded a scholarship for partial coverage of the tuition fee to attend the Academic Master in Creative Advertising starting in September 2018:

- 1st prize: 1 scholarship covering 60% of the tuition fee to attend the Academic Master;
- 2nd prize: 1 scholarship covering 50% of the tuition fee to attend the Academic Master;
- 3rd prize: 1 scholarship covering 40% of the tuition fee to attend the Academic Master;
- 2 special mentions covering 20% of the tuition fee to attend the Academic Master.

Prizes will be calculated on the standard tuition fee amounting to:

1-year Academic Master Programs

- €12.990 (for EU passport holders – Diploma Fee is not included)
- €16.550 (for non-EU passport holders - Diploma Fee is not included)

SCHEDULE

- May 11th 2018 – Deadline for submitting complete application documents and competition projects
- June 5th 2018 – Communication of results to participants
- June 13th 2018 – Deadline for winners to enrol in the Academic Master in Creative Advertising

DELIVERY INFORMATION

Projects in digital format must be uploaded to the following URL:

www.competition.naba.it

or sent by e-mail to:

int.info@naba.it

Paper works must be sent to:

NABA Nuova Accademia di Belle Arti

International Admissions Office

Via Darwin, 20

20143 Milan, Italy

When you submit your project, you will receive a confirmation within 48 hours that your submission was received. If you do not receive a confirmation, let us know at int.info@naba.it.

ELIGIBILITY

Candidates holding a first-level academic diploma or BA degree, or about to graduate within the academic year 2017/18 and with a knowledge of the Italian/English language (according to the medium of instruction of the program) equal to a complete B1 Common European Framework of Reference for Languages (IELTS 5.0 or equivalent for English programs).

GENERAL TERMS AND CONDITIONS

- Every moral or paternity right as to the project remains property of the author.
- The projects sent to NABA will not be returned.
- NABA is entitled not to award the scholarship if the projects are deemed not to meet the suitable standards defined by the jury. The jury will judge at its own discretion and its decision is final.
- The scholarship presented in this public announcement cannot be combined with other economic reductions offered by NABA.
- The scholarship will be deducted from the balance of the tuition fee.
- If an assigned scholarship is not confirmed, it can be transferred to the next candidate in the ranking list.
- Awarded prizes cannot be deferred to future intakes of the program.
- Selected participants accept that part of their work will be published on Websites and/or Social Media channels of the institutions involved.