

NABA

NUOVA ACCADEMIA DI BELLE ARTI



COMPETITION
Academic master in
CREATIVE ADVERTISING

IN COLLABORATION WITH

Ogilvy & Mather

IT'S TIME FOR A NEW **ADVENTURE**

COMPETITION 2017

COMPETITION 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 getting inspiration from an advertising that you saw as a child on television and you've never forgotten (every now and then you still watch it on YouTube!).

Today, in front of the managers of that company, you're 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 was the consumer's emotional need to 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 spread via smartphone (Why do you think this digital strategy is useful? Which digital consumer behavior you want to encourage? What motivation will

push the consumer to use the planned social platform?)

- Make 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 2017 - GLOBAL OVERVIEW - A collection of Internet, social media, and mobile data from around the world. (<http://www.slideshare.net/wearesocialsg/digital-in-2017-global-overview>)

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: ADV idea and strategy illustrated by A4 paper boards or a unique .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 Degree Certificate
- Academic Transcripts
- NABA Master Programs Application Form – Academic Year 2017/2018*

Candidates are asked to send their materials in English or Italian language and in two files in PDF format: one including competition project and one including the remaining materials.

** Application fee is waived for competition participants*

JURY

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

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 2017:

- 1st prize: nr. 1 scholarship covering **60%** of the tuition fee to attend the Academic Master
- 2nd prize: nr. 1 scholarship covering **50%** of the tuition fee to attend the Academic Master
- 3rd prize: nr. 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

€12.950 (for EU passport holders -Diploma Fee is not included)

€16.250 (for non-EU passport holders - Diploma Fee is not included)

SCHEDULE

- **May 12th 2017** - Deadline for submitting applications and projects
- **June 6th 2017** - Communication of results to participants
- **June 13th 2017** - Deadline for winners to matriculate in the Academic Master in Creative Advertising

DELIVERY INFORMATION

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

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 2016/17 and with a knowledge of the English language (IELTS 5.0 academic or equivalent certificate minimum).

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 can not be combined with other economic reductions offered by NABA.
- The scholarship will be deducted from the balance of the tuition fee.
- The assigned scholarship which will not be confirmed could be transferred to the next candidate in the ranking list.
- Participants that will be selected accept that part of their work will be published on Websites and/or Social Media channels of the institutions involved.

ACADEMIC MASTER IN CREATIVE ADVERTISING

The Master in Creative Advertising is a joint educational program developed by NABA Nuova Accademia di Belle Arti Milano and Media Design School, New Zealand, and is strongly oriented to all creative aspects of contemporary advertising scenario. Students will be challenged by leading companies and experts with workshop briefs on the creative side of today's advertising processes and methodologies. Since the beginning, from terminology to best practices, students will develop core skills in consumer insight and research methodology, idea and strategy building, copywriting, story telling and art direction, in order to create real and innovative advertising campaigns, across different types of media and with a learn-by-doing approach. Graduates will acquire the skills to develop careers in art direction and copy writing in creative agencies worldwide or to properly manage and evaluate creative teams inside a highly effective marketing environment. This includes communication agencies and graphic design studios requiring creative directors, copywriters, storytellers, strategy experts, brand consultants, media planners and creative accounts. During the course, all students will have the chance to conduct an intra-curricular internship and conclude the program with a final master project which will complete their own individual portfolio.

INFORMATION



For more information, please send an e-mail with your inquiries to:

int.info@naba.it

www.naba.it