

Study guide period B - IC



Ad Venture competition

Report, Pitch &

Final assessment period A and B (30ECTS)

**Study guide period B 2024 - 2025 – Ad Venture Competition - Report, Pitch &
Final assessment period A and B (30ECTS)**



© Hogeschool Utrecht,
International Communication
Utrecht, 2024
Luc van Dijk-Wijmenga

Content

A. Adventure Competition (420h)	4
Challenge and Client:	6
Design Thinking Method	7
Handing in (timing)	9
B. Lectures	10
C. Internship preparation (Dutch students only)	11
D. Final assessment period A & B (30ECTS).....	12
Preparation for the assessment, your portfolio design:	12
The assessment itself	12
Table of core areas (total)	12
E. Feedback forms period B.....	13
F. Evaluation form period A & B.....	13
G. Schedule Guest lectures Period B	14
B1 (Note: the new schedule is not yet known)	14
B2	14
B3	14
B4 – week of DEMO presentations and Sinterklaas	14
B5	14
B6	15
Deadlines January.....	15

A. Adventure Competition (420h)

Students will create an international campaign for the Edcom institute.

About Edcom:



The European Association of Communications

Agencies, together with the founding academic partners, has set up the European Institute for Commercial Communications Education (edcom). The institute strives to promote excellence in commercial communications education and research and to further exchanges between the European commercial communications sector and academic partners.

Edcom's aims:

- *promote excellence in commercial communications education and research;*
- *raise awareness of the European Commercial Communications Education offer from academic partners, members of the network;*
- *enhance communication and co-operation between the European commercial communication sector and academic partners;*
- *facilitate cross-border education, employment and exchange of commercial communications students;*
- *facilitate cross-border exchange of qualified and specialised teaching staff;*
- *promote the value of cultural diversity in commercial communication education; and*
- *promote knowledge and understanding of innovative advertising and communication techniques and new use of media and other public platforms.*

Ad Venture is the first pan-European competition which gives you as a student the chance to experience what it is like to work in advertising by creating your own agency and working on a pitch for a real client. Your agency will work on the advertising campaign from October to March incorporating everything you learn in class and putting your skills to test. (Edcom, 2020)

The course represents 420h of work. This means an investment of approximately 420 hours study, including 7 weeks 6 lecture hours, the preparation of assignments, guest lectures and self-study.

Consultations

By appointment only: for consultation make an appointment by e-mail with your lecturer.

Articles

A collection of articles to be studied (besides the books of the course) will be publicized on Canvas.

Slides

Slides will be posted on Canvas or handed out in class.

Schedule

(will be published on Canvas)

Core areas:

- **Concept and Creation**
- **Planning and Organizing**
- **Persuasion & Endorsement (2x)**
- **Connection & Guidance (3x)**

Teamwork

Your team, consisting of 7 people, will use its creative skills to develop a campaign and will take the role of an advertising agency. All teams must have an academic advisor from their institution who will help them during the whole competition. Mail your desired team Monday week A10 to luc.vandijk-wijmenga@hu.nl.

Teams Ad Venture

Team 1: Ruud

Team 2: Luc

Team 3: Anjali

Team 4: Andrea

Your team may consist of at least:

- A chair person
- An account director
- A planner
- A creative
- A producer

Once you have approval for your team, please register your team online, see:

<https://edcom.eu/students/ad-venture/>



Challenge and Client:

The client is Taylors of Harrogate

Taylors of Harrogate is an independent family business, founded in England in 1886. We have been sourcing, blending, tasting and packing some of the world's best teas (and coffees) for almost 140 years, and our tea buyers and tasters are some of the best tea experts in the industry. We produce the No.1 tea in the UK – Yorkshire Tea – and our Taylors of Harrogate speciality tea range is sold in 50+ markets worldwide.

The Brief: available online via <https://edcom.eu/students/ad-venture/>

What you deliver:

For us, the Hogeschool Utrecht:

1. A report

You have to write a report for Hogeschool Utrecht. Our tip is to prepare a **campaign briefing**, containing your campaign plan proposal (planning, budget, etc.) and campaign materials. Also discuss this with your mentor. In the second week you will upload your **action plan / debriefing** on Canvas. Your mentor gives you feedback.

2. A presentation

You will also give a ten-minute presentation with your group about your concept and ideas. After this presentation you personally reflect in about one minute what your personal development was during the last block. A presentation therefore takes about 15 minutes. Also you **have two individual 360-degree feedback forms** filled in by your project members.

3. Not mandatory, but highly recommended: Edcom

You can also submit your work to the Edcom. The deadline for this is later. The material to be supplied is also slightly different from what you have made for Utrecht University of Applied Sciences. All media is permitted. A focus on digital channels increases the chance of your campaign running live. Communicate in English, but targeted local language and cultural adaptations are permitted.

When designing your campaign, you can find some useful inspiration in the following places:

- The Entry Kit: https://edcom.eu/wp-content/uploads/2024/09/Ad-Venture_entry-kit-2024.pdf
- Client: <https://edcom.eu/students/ad-venture/>
- **Previous Ad Venture editions:** Winning campaigns
- **Euro Effie Awards website:** Ad Venture students have access to it at any time;
- **WARC Database:** WARC will grant Ad Venture participants free access to its database for one month.
- Glossary of key Terms and Concepts <https://edcom.eu/students/ad-venture/>

Important links:

Everything you need to know about Ad Venture: <https://edcom.eu/students/ad-venture/>

- Free access to WARC databases: <http://www.warc.com>
- Free access to AdForum creative library: <http://www.adforum.com/>
- @EACA_Inspire #edcomAV and Facebook group

Design Thinking Method

We strongly encourage you to use the **Design Thinking Method** for this campaign.

Design thinking is a problem-solving methodology that focuses on understanding users' needs, challenging assumptions, and creating innovative solutions through a human-centered approach. It's commonly used in product development, service design, and education to encourage creativity, collaboration, and iterative learning.

The process typically follows five stages, though it can vary slightly depending on the application:

1. **Empathize:** Understand the users and their problems by gathering insights through observation, interviews, and research. The goal is to deeply connect with the users' experiences and emotions.
2. **Define:** Narrow down the insights gained from the empathizing stage into a clear problem statement. This focuses on defining the real problem users face, not just symptoms, and framing it in a way that can guide ideation.
3. **Ideate:** Brainstorm and generate creative ideas that could solve the problem. This stage encourages free thinking and exploring as many ideas as possible without judgment or constraints.
4. **Prototype:** Create tangible models or representations of ideas. Prototypes can range from simple sketches or wireframes to more developed physical or digital models. The goal is to test how the ideas might work in real life.
5. **Test:** Gather feedback on prototypes from users. This helps refine the solutions, learning from the users' interactions with the prototypes and adjusting accordingly.

Design thinking emphasizes iteration, meaning that the process is cyclical rather than linear. Teams often revisit stages, especially after testing, to improve and refine ideas based on feedback. This makes it an adaptable and dynamic approach to problem-solving.



6 DO's and DON'Ts to create the perfect campaign



DO....

Make sure there is a good balance between argument and creative execution



Take your time to research the subject well. A work schedule could be a useful tool to help you plan your time.



Communicate your thoughts as clearly as possible - sometimes less is more!



DON'T....

Simply restate the client brief in your creative materials - they should add something to your campaign!



Be afraid to push your ideas that one step further - play the role of the client and challenge your own material constantly.



Ever lose your focus and enthusiasm - developing a campaign is a marathon, not a sprint!



Handing in (timing)

You deliver your work via Canvas.

Plan of Action: Week B2, Friday before 23.59 h.

DEMO PRESENTATION: Week B4, Thursday

Report: Week B7, Tuesday January 10 before 23.59 h.

Presentation: Week B7, 7th of January

B. Lectures

Attendance of all guest lectures is highly recommended and mandatory.

C. Internship preparation (Dutch students only)

You should be preparing your internship during this period. Questions relevant in period B are for example:

- Where do you want to do your internship
- What are you going to do?
- Use the document: <https://www.praktijkovereenkomst.hu.nl>

Discuss your internship ideas with your **mentor** (Anjali, Ruud or Luc). He or she gives advice(s) and can say if it is a suitable placement or not. When your mentor finds it a suitable internship, you can post your proposal and contract on Onstage. You ask permission from your internship mentor Anjali, Ruud or Luc. They check the proposal and your study outline (SVO) and when it is correct, they sign on behalf of the practice office.

For more information, deadlines and requirements, please inform the internship guide.

D. Final assessment period A & B (30ECTS)

You have spent the past semester collecting feedback on your professional products. At the end of period B, we will assess this semester, block A and B, by means of an assessment.

The assessments will be conducted in January. You prepare your assessment by placing your feedback forms in your portfolio. Please note that all feedback forms must be sufficient. During the assessment you will be asked about your communication competences, what you have learned the past half year and how you have experienced the IC program. If you passes your portfolio, 30ECTS will be awarded.

Preparation for the assessment, your portfolio design:

- **Introduction:** Introduce yourself in a professional manner and post your personal resume here. List two goals you worked on in the past year and reflect on them. Work out per core area according to STARR method in portfolio 6x. Explain how and why you master this core area. Name examples of how you worked on it last semester. Use about 1 A4 per core area to elaborate on this according to the STARR method.
- **Chapter one:** Feedback form Course 1
- **Chapter two:** Feedback form Course 2
- **Chapter three:** Feedback form Course 3
- **Chapter four:** Feedback form Ad Venture Student Competition Report (and plan of action)
Feedback form Ad Venture Student Competition Presentation
Feedback Form Learning Team

The assessment itself

1. You give a short presentation in which you reflect on what you have learned professionally and personally over the past five months.
2. There is a Q+A with two teachers about your competences and what you have learned.
3. The teachers come up with a final grade.

Table of core areas (total)

Each cross represents one professional product.

Core Areas and Courses	Course 1	Course 2	Course 3	Learning team	Ad Venture Report, reflection report and Presentation
Context and Strategy		X – X	X		
Target group and behavior	X	X	X		
Concept and Creation	X		X		X
Planning and Organizing	X				X – X

Persuasion & Endorsement					X – X
Connection & Guidance				X	X – X

For each core area you must have achieved at least 2 professional products on at least sufficient level before you are allowed to participate in your assessment.

E. Feedback forms period B

In another document.

F. Evaluation form period A & B

Published on Canvas

G. Schedule Guest lectures Period B

B1 (Note: the new schedule is not yet known)

B2

Deadline: action plan / debriefing campaign assignment Ad Venture. Submit on Canvas. Your mentor gives feedback.

B3

Guest speaker for Thursday 28 November. Eva Kril from Ogilvy, ex-BrandCom student Communication!

Deadline: Have the first individual 360-degree feedback filled in by project members and submitted via Canvas.

B4 – week of DEMO presentations and Sinterklaas

B5

B6

Deadline: Have the final individual 360-degree feedback filled in by project members and submitted via Canvas.

Christmas break - Enjoy your holiday!



Deadlines January

Jan 10, before 23.59: handing in the report Ad Venture

Jan 7: Presentations Ad Venture

17 Jan: before 23.59: handing in portfolio. Upload your portfolio in Canvas. Include all feedback forms from the past months. Also make sure to include the 360-degree forms.

27,28,29,30,31 January: assessments