



## YOUR BRIEF: GUIDELINES FOR AD STUDENT X TIKTOK VIDEO COMPETITION

### The Client:

Our client is an illustrious collection of advertising academics and industry leaders who are promoting “Fifty Years of Advertising Education in Australia”. This is a unique accomplishment, with QUT launching Australia's first ever advertising university degree in 1974.

This year-long event celebrates both the innovation and inclusiveness of university education, as well as the accomplishment of advertising graduates in making change and impact in the industry.

This competition also allows you to make an impact before you even graduate.

### Task:

Create a TikTok video to inspire high school students to study advertising at university.

### Purpose of this video:

Akin to the TikTok videos on “A Day in the Life”, the purpose of this video is to engage high school students, get them to reimagine what advertising is and visualize the enormous pleasure and potential of studying advertising at university.

It could inform them of the benefits of an advertising degree, including working in the technology-driven industry of advertising, applying their own skills in social media and developing strategy and persuasive content for a real world client. It could also show the benefits of being a university student in learning new things and even new ways of thinking. And meeting new friends, connecting with industry thought leaders and perhaps even travelling abroad for a semester. All in 60 seconds!

### **Target Market:**

High school students who are currently in Year 12 and looking to find an exciting career path. While they might be constantly on TikTok and posting on social media, they do not necessarily equate this with advertising. And perhaps don't really know what advertising is, perceiving it to be more about TV ads and billboards. They need a reason to study advertising and a video to show the reward of being an advertising student.

### **Key Insight:**

Bursting with a curiosity and creativity, advertising students are a breath of fresh air on campus — as they learn to approach every situation with fresh ideas and an innovative, fearless mindset.

They're driven by a hunger to understand the way the world thinks and use persuasion to make it a better place.

You could learn to think like every other university student, or you could choose advertising, and learn to see differently.

### **How to approach the Brief:**

Use your best strategic thinking to dig into the key insight to find a compelling way of persuading a future student to choose advertising as their major. You don't have to say it all, just what's needed to convince them. Once you have an approach, use TikTok to bring that message to life in the most creative way possible. Every element of the platform is at your disposal here — from tapping into popular formats, to duets & stitches, to trending sounds and editing techniques. The National winner might be an epic, minute long masterpiece — or it could be something filmed in 10s, on the fly, with a razor sharp insight. It could be a running series of comedic duets with the economics department. We're leaving it up to you, the TikTok natives, to show us the creativity and cleverness you can bring to the table.

### **Video details:**

No longer than 60 seconds. Must be vertical orientation.  
MP4 format is recommended.

### **Free Resources from Adobe to help with Video Creation:**

Access the Adobe TikTok Video Creator here [Create Free TikTok Videos Online | Adobe Express](https://www.adobe.com/au/creativecloud/creativecloud-express.html)

### **Please make sure your video complies with the industry guidelines:**

<https://aana.com.au/self-regulation/codes-guidelines/aana-code-for-advertising-marketing-communications-to-children/>

### Who is eligible to enter:

To enter this competition, you must be an undergraduate student, studying an advertising major at an Australian university.

You must also be willing for your video to be shared with high school students, Australia-wide, to promote enrolment in university advertising programs.

Additionally, you need to be willing to share your story across multiple media.

### Submission details:

Submit your video online using the link below by midnight August 11.

[https://qsurvey.qut.edu.au/jfe/form/SV\\_3ISistcujg72JHE](https://qsurvey.qut.edu.au/jfe/form/SV_3ISistcujg72JHE)

### Judging Criteria:

A judging panel of advertising industry people and academics will be assembled. The best entry from each State will be selected, and from those, a national winner will be chosen.

Entries will be judged on:

1. The strength of your insight, and how well it satisfies the brief
2. The creativity of your execution
3. How effectively your idea works in the TikTok medium.

### The Prize:

The State Prize is an internship with a leading advertising agency.

The National Prize is a ticket to an Internet Advertising Bureau (IAB) industry event, plus a career chat with Paul Nagy, Chief Creative Officer at VML.

Any questions or for more information, please contact Professor Gayle Kerr on [gf.kerr@qut.edu.au](mailto:gf.kerr@qut.edu.au)

Or have a look at our website <https://www.qut.edu.au/50-years-of-advertising-education>

Thanks to our Supporters (who also do it better!)

