

NABA Scholarship Competition

Creative Advertising Master's Degree

It's Time for a New Adventure

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>)

Materials Required:

- Project description: ADV idea and strategy illustrated by A4 paper boards or a unique .pdf file including a short written description.
- Personal portfolio of works and projects
- Detailed curriculum vitae
- Motivation statement
- Copy of Degree Certificate
- Academic Transcripts
- NABA Application Form*

The candidates are asked to send their materials in English language and in two files in PDF format – one including competition project and one including personal portfolio.

* Application fee is waived for competition participants.

Prizes:

- One scholarship covering 60% of the total tuition fee to attend the first year of the MA Program.
- One scholarship covering 50% of the total tuition fee to attend the first year of the MA Program.
- One scholarship covering 40% of the total tuition fee to attend the first year of the MA Program.
- Two special mentions covering 20% of the total tuition fee to attend the first year of the MA Program.

Fall Intake 2017 Deadline:

Electronic entries can be sent to: vanessa@saiprograms.com no later than May 12, 2017.
Candidates will be informed about the results of the competition by e-mail on June 6, 2017.