



Ad Young Age Creatives

**Entry kit
2025**

2025 Ad Age Young Creatives Contest

FREE TO ENTER!

FREE TO ENTER!

FREE TO ENTER!

FREE TO ENTER!

Bold ideas. Real insights. Powered by Zappi

How far can a great idea go?

Every breakthrough campaign starts with a simple idea, but it's what happens next that makes it great. Today, creatives have powerful tools—AI, data and consumer insights—to help push ideas further, turning them into campaigns that spark conversations, shape culture and drive results.

For this year's Ad Age Young Creatives Contest, we're challenging the next generation of creatives to bring a fictional product to life with a bold, original idea—then explore how strategic thinking and audience understanding can amplify its impact.


In partnership with Zappi, we've created a fictional product, using AI as a tool to help shape its foundation. Your challenge: Develop a compelling creative execution for this product, just as you would for a real-world client—while thinking about how consumer response could refine and strengthen your idea.

But there's more—the finalists will receive exclusive insights from Zappi, offering a rare look at how audiences engage with creative work and how great ideas can evolve when paired with real-world perspectives.

At its core, this contest is about proving what we already know—human imagination is irreplaceable. Emerging tech and troves of data can assist, but creativity starts and ends with people.

Your mission

 Bring the fictional **Cannes Eau on the Go** to life with a compelling creative execution—this could be a billboard, digital ad, promotional video, packaging design or other form of advertising execution.

 Submit a short pitch outlining the strategy and inspiration behind your creative execution.

The prize?

 A trip to the Cannes Lions International Festival of Creativity

How it works

Cannes Eau on the Go

Using the AI concept development agents within the Zappi platform, we've created a new sparkling water called **Cannes Eau on the Go**. The product is designed to capture the essence of creativity celebrated at the Cannes Lions Awards and Festival of Creativity.

With eco-friendly aluminum bottles featuring interactive labels that celebrate innovative campaigns, and flavors like "Insight Peony" and "Bold Bergamot," this refreshing beverage stimulates and inspires creativity.

Designed for marketing professionals and creative trendsetters who are based in the United States, **Cannes Eau on the Go** embodies both artistic flair and sustainability, offering a stylish, eco-conscious experience.



Don't know where to start? See the [cheat sheet](#) for ideas, past winners and more.

2025 Ad Age Young Creatives Contest

The creative challenge

- ❑ Develop a visual creative execution that brings this fictional product's identity to life—just as you would for a real-world client. This could take the form of packaging, billboards, digital activations (including video or static assets) or other brand expressions that fit the file type requirements. [Download a copy of the **Cannes Eau on the Go** image [here](#).]
- ❑ Submit a short, written pitch explaining the idea behind your creative execution—what inspired it, how it connects to the brand and what you could do to refine or iterate on the idea with consumer insights.
- ❑ The winner and finalists will receive exclusive consumer insights from Zappi—offering a rare opportunity to understand how audiences respond to their creative. Specifically, you will learn what resonates well with the target audience, and what their likes or dislikes are about your creative execution.

What we're looking for

Creativity and originality: How bold, fresh and engaging is the idea?

Strategic execution: Does the pitch effectively explain the creative choices and their relevance to the brand?

Flexibility: Does the creative approach show an openness to iteration, considering how consumer insights could elevate the original idea?

Eligibility and submission guidelines

- ❑ The Young Creatives Contest is open to full-time agency creatives, freelance creatives, and students aged 30 and under.
- ❑ Entries must be a visual creative execution that brings the fictional brand to life—this could be a billboard, digital ad, promotional video, packaging design or another form of brand expression.
- ❑ Creative work should be uploaded as one of the following formats:
 - Images: high-resolution .jpg or .png (no greater than 100MB)
 - Video: .mp4 (recommended) or .mov (no greater than 100MB)
- ❑ Entrants must also submit a short, written pitch explaining their concept, what inspired it, how it connects with the fictional product and its audience, and how insights could drive an even bigger, more impactful campaign.
- ❑ Entries must be original work, entirely crafted using traditional or digital tools. AI-generated or AI-assisted work is not permitted.

Deadline and judging process

Submissions are due by **April 21, 2025 at 5 p.m. EDT**.

Entries will be judged on creativity and originality, strategic execution and flexibility.

One winner and a select number of finalists will receive exclusive insights from Zappi's consumer data platform.

Winners will be announced on June 9 and featured on AdAge.com and in the June 9 issue of Ad Age.

The prize

The winning creative(s) will receive:

- 🏆 A trip to the 2025 Cannes Lions International Festival of Creativity, where you'll experience one of the industry's most prestigious celebrations of creative excellence.
- 🏆 Guest of honor recognition at the annual Ad Age Lawn Party, an exclusive event at Cannes Lions.
- 🏆 An opportunity to present a new iteration on their creative piece based on feedback from Zappi's consumer insights platform.

A bold idea is just the beginning. This is your chance to imagine how great creative can go even further—while showcasing your talent on a global stage, gaining industry recognition and connecting with top creative leaders at Cannes Lions.

Who is eligible for Young Creatives?

The program is open to students, full-time agency creatives and freelance creatives who are age 30 or under on June 18, 2025. You must be 30 or younger on June 18 to qualify.

Can creative teams apply?

We accept duos. Both team members must be under the age of 30 as of June 18, 2025 to qualify. Teams with more than two people are *not* eligible to apply.

How much does it cost to enter?

All entries are free.

Do I need to be based in the U.S. to enter?

Not at all! This is a global contest and those based outside the U.S. are welcome to enter.

If your video is not in English, please include English on-screen captions; the written portion of all entries must be in English.

How do I enter?

Once you have finished your image or video that brings the Cannes Eau on the Go product to life, you will need to upload the file and fill out the entry form at AdAge.com/YoungCreatives.

What format(s) can I use for my submission?

You can create a single image or a video that's no more than 30 seconds in length.

- Images should be a high-resolution .jpg or .png file, no more than 100MB in size.
- Videos should be an .mp4 (recommended) or .mov file, no more than 100MB in size.

While it is not a requirement, the entry forms also allow you to share supporting materials—sketches, mockups, concept art, notes and more—so judges can better understand how you arrived at your final piece.

What's not allowed?

This contest is about creativity and the power of original ideas and human imagination. Entrants are not permitted to submit previously published work, work that is not their own or work they do not have permission to use or publish.

Given the copyright and intellectual property issues surrounding artificial intelligence platforms (as well as the platforms' own terms and conditions), entrants are not permitted to submit AI-generated or AI-assisted work.

Can I mark something as confidential or for judging purposes only?

Unfortunately, no. Anything included in an entry should be considered as public information. There's no space for explicitly confidential information, and we ask entrants to anticipate that anything in their entry could become public—mostly because we don't want to wind up trying to honor a winner without being able to tell anyone why we want to honor them.

When is the deadline for entering?

The final deadline to enter is **April 21 at 5 p.m. ET**.

What will my entry be judged on?

Judges will be looking for the following:

- **Creativity and originality:** How bold, fresh, and engaging is the idea?
- **Strategic execution:** Does the pitch effectively explain the creative choices and their relevance to the brand?
- **Flexibility:** Does the creative approach show an openness to iteration, considering how consumer insights could elevate the original idea?

Can I edit my entry after I submit?

Unfortunately, once you have submitted your entry, you will not be able to log in to edit the form in any way. If there is factual information that is incorrect, please contact the awards team to request a change.

Please note changes cannot be made once the final deadline has passed and judging has started.

When will the winner be announced?

Ad Age and Zappi will notify the winner and finalists in May; the winner will be announced in June.

I'm getting a technical error in the submission form; who can I contact to help?

Our awards team is here to help with any technical issues you might experience. Please contact awards@adage.com.

My AdAge.com login is not working; what can I do to update this?

Please note that your account on AdAge.com is separate from an account you create for Young Creatives and any other Ad Age award programs. When you click "Enter now," please make sure to register a new account.

If you still experience any issues logging in, please email awards@adage.com.

2025 Ad Age Young Creatives Contest Terms & Conditions

Ad Age Young
Age Creatives

The Young Creatives Contest program (the “Program”) is sponsored by Ad Age (the “Sponsor”), a business unit of Crain Communications Inc, 685 Third Ave., 10th Floor, New York, NY 10017 (“Ad Age”).

Eligibility

The program is open to students, full-time agency creatives and freelance creatives who are age 30 or under on June 18, 2025. You must be 30 or younger on June 18 to qualify.

How to enter

Instructions on how to enter the contest are posted on AdAge.com/YoungCreatives. Entries must comply with the instructions for the applicable Program. Entry into the competition is free. You can submit as many entries as you would like. All eligible contestants will be automatically entered in the contest upon uploading: (1) an original image or video; (2) all of the required information on the entry form. As a reminder, anything in an entry will be considered potentially public information. There’s no space for explicitly confidential information, and we ask entrants to anticipate that anything in their entry could become public—mostly because we don’t want to wind up trying to honor a winner without being able to tell anyone why we want to honor them. Entries will not be acknowledged or returned. Entries will be accepted until Monday, April 21, 2025 at 5 p.m. ET. Winners will be notified in May 2025.

Certification/acknowledgment/consent

EACH ENTRANT CERTIFIES THAT THE MATERIALS SUBMITTED IN CONNECTION WITH THIS COVER CONTEST (INCLUDING VIDEO, ARTWORK, IMAGERY AND IDEAS) ARE THE ORIGINAL WORKS OF THE ENTRANT. EACH ENTRANT FURTHER CERTIFIES THAT THESE ORIGINAL WORKS, IN WHOLE, HAVE NOT BEEN PREVIOUSLY PUBLISHED ON ANY PUBLICATION IN ANY FORMAT WHATSOEVER. EACH ENTRANT ACKNOWLEDGES AND IRREVOCABLY CONSENTS THAT ANY AND ALL MATERIALS SUCH ENTRANT SUBMITS IN CONNECTION WITH THIS CONTEST (INCLUDING VIDEO, ARTWORK, IMAGERY AND IDEAS) BECOME THE SOLE PROPERTY OF CRAIN COMMUNICATIONS INC AND MAY BE REPRODUCED, DISPLAYED, PUBLISHED (INCLUDING IN PRINT AND DIGITAL FORMATS), ARCHIVED (IN PRINT AND DIGITAL DATABASES) AND OTHERWISE FREELY USED WITHOUT LIMITATION OR RESTRICTION BY CRAIN COMMUNICATIONS INC AND ITS PARTNERS AND AFFILIATES. EACH ENTRANT ACKNOWLEDGES AND IRREVOCABLY CONSENTS TO THE USE OF HIS/ HER NAME, IMAGE AND OTHER PERSONAL INFORMATION IN PUBLICATIONS, INTERNAL AND EXTERNAL WEBSITES, ADVERTISING AND IN MEDIA COVERAGE OF THE CONTEST, UNLESS PROHIBITED BY LAW.

Winning

The contest should produce one winner. Ad Age and Zappi will announce a number of finalists, but only one winner will be selected. The winner will have the opportunity to travel to Cannes for the Cannes Lions International Festival of Creativity and be honored at our Ad Age Cannes Lawn Party in June 2025, attending alongside some of the biggest creative powerhouses in the industry.

This Program is based on the quality and other factors determined by the judges of the materials submitted and winning depends on the views of the judges. Winning is not based on the number of eligible responses received and Ad Age cannot predict the number of entrants who will participate in the Program.

General conditions

All entrants agree to release Ad Age, sponsors and its partners and affiliates from any and all claims and liability with respect to and in any way arising from participating in the Program, accepting of any award, prize(s), or technical, hardware, software or other failures of any kind, cost or unavailable network connections, incomplete, garbled or delayed transmissions, injury or damage to an entrant’s or third person’s computer, whether caused by Ad Age, sponsors, entrants, users or by any of the equipment or programming associated with or by any technical or human error which may occur in the processing of submissions which may damage an entrant’s system or limit an entrant’s ability to participate in the Program. Ad Age reserves the right to modify or cancel all or any part of the Program for any reason at its sole discretion with a refund of the applicable entry fee paid as the sole remedy for any entrant.

Subject to applicable laws, entrants irrevocably grant to Ad Age, Program sponsors and their successors, assigns and sub-licensees the right and permission to use their name, voice, likeness and/or biographical material for advertising, promotional and/or publicity purposes in connection with the Program, in all forms of media and by any and all means and media (now and hereafter known), and on and in connection with related products, services, advertising and promotional materials (now known or hereafter developed), worldwide, in perpetuity, without any obligation, notice or consideration except for the awarding of the prize(s) to the Grand Prize Winner. All entrants agree to comply fully with each provision in the Program rules. Any person attempting to defraud or in any way tamper with the Program and any person who does not comply with the Program rules, will be ineligible for any award or prize. Program void where prohibited or restricted by law.

Continued on page 6

2025 Ad Age Young Creatives Contest Terms & Conditions

Ad Age Young
Age Creatives

Continued from page 5

The potential winners will be required to complete and return to Sponsor an Affidavit of Eligibility and Waiver of Liability/ Publicity Release within seven days of Sponsor's provision of these documents. Failure to return the Affidavit or Waiver within the prescribed time period will result in disqualification and an alternate winner will be selected. Return of prize notification and/or the Affidavit/Release as undeliverable will result in disqualification and an alternate winner will be selected. If a potential winner cannot accept the prize on the itinerary indicated, the prize is forfeited, and an alternate winner will be selected. Sponsor has no obligation for compensation or reimbursement of any kind if a winner is unable to accept any or all of a prize for any reason.

The winner understands and acknowledges that any event he or she may be a part of is an important business event for Ad Age and agrees to conduct him/herself with the appropriate decorum. If, in the sole discretion of the Sponsor, the winner's behavior is not meeting the standards appropriate for a business function, Sponsor may revoke the winner's participation. All entrants agree to comply fully with each provision in these Official Rules. Any person attempting to defraud or in any way tamper with this contest and any person who does not comply with these Official Rules, will be ineligible for any prize(s) and may be prosecuted to the full extent of the law. Taxes are the sole responsibility of winner. Contest void where prohibited or restricted by law.