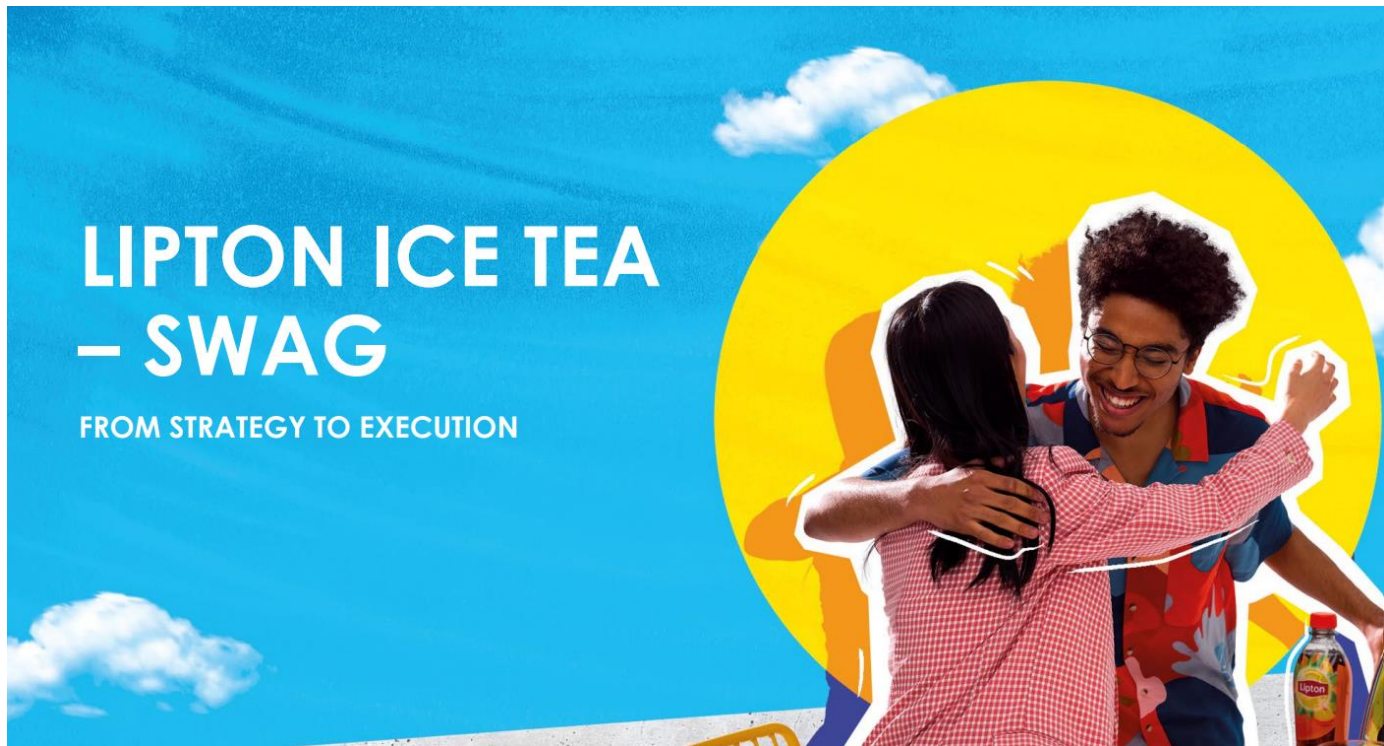


Study guide period B - IC



Ad Venture competition

**Report, Pitch &
Final assessment period A and B (30ECTS)**

**Study guide period B 2023-2024 – Ad Venture Competition - Report, Pitch &
Final assessment period A and B (30ECTS)**



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International Communication
Utrecht, 2023
Luc van Dijk-Wijmenga

Please note that this is a continuation of period A IC. For general rules, for example on the use of AI, see the rules in the study guide period A.

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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, 2023)

The course represents 420h of work. This means an investment of approximately 420 hours study, including 7 weeks 11 lecture hours, the preparation of assignments, guest lectures and self-study.

Workshops

Workshops are organized in the weeks B1 up to B7, four workshops each week. These are meetings in which you will receive substantive guidance, explanations and work instructions and sometimes you also get an inspiring guest lecture! It is also the place to seek substantive feedback from HU experts while working on your Ad Venture challenge. You do this by actively asking for feedback - feedup - feedforward, which will then be given verbally by HU experts. You cannot ask HU experts for interim feedback outside of the workshops. You incorporate the feedback yourself into the professional product and your reflection.

Core areas:

- **Concept and Creation**
- **Planning and Organizing**

- **Persuasion & Endorsement (2x)**
- **Connection & Guidance (2x)**

Teamwork

Your team, consisting of four to six 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/ fill in the Google Docs document and make sure that there is at least one international student in your group.

Teams Ad Venture

Team 1: Luc van Dijk-Wijmenga

Team 2: Suzanne de Bakker

Team 3: Anjali Barbosa

Team 4: Tim van der Veer

Your team may consist of:

- 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:

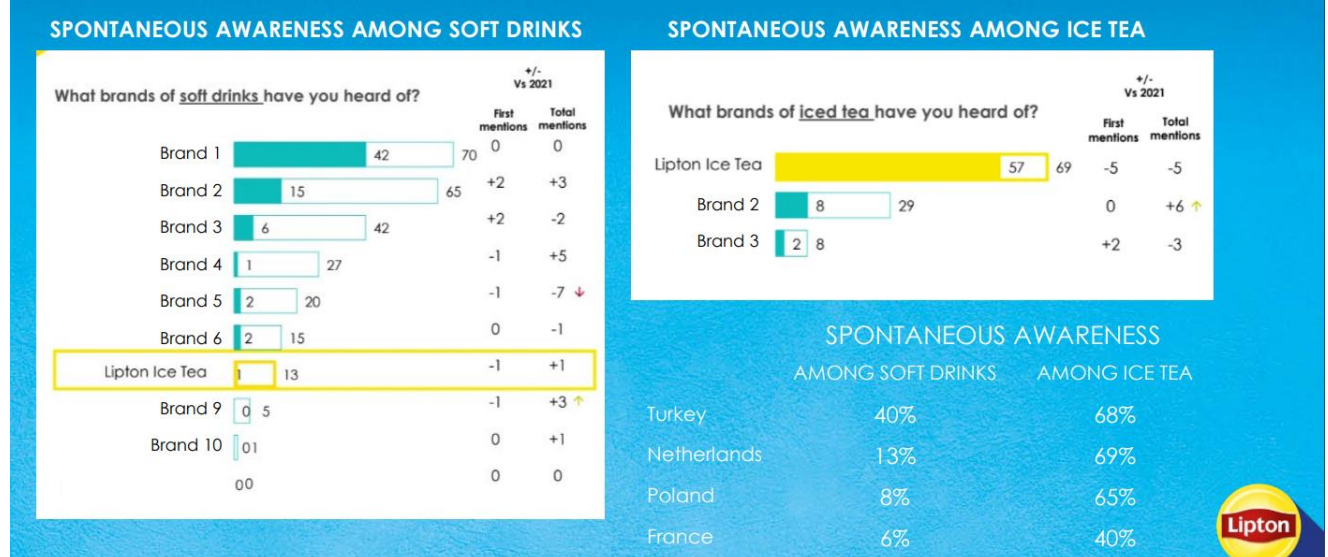
The client is **LIPTON**



Lipton Ice Tea (LIT) is the number 1 Ready to Drink Tea (RTDT) brand worldwide and the number 9 most talked about non-alcoholic beverage brand.

Yet we face a crowded, competitive category; mighty brands, new challengers, growing health concerns and a new generation spending increasing time engaging on digital channels with highly entertaining content. As a result, Lipton's brand power is static, penetration below ambition and we're losing market share in our core markets.

Lipton Ice Tea is Ready to Drink Tea market leader, and it has high spontaneous awareness when consumers are asked to name an ice tea brand but lower salience and awareness among soft drinks in general



Deep diving into Brand Power, we are declining on 'Different' (attributes like "Fun & Lively", "Brands people talk about") and struggling with "Salience" in most markets. LIT isn't actively part of culture, and beyond our masterbrand advertising campaign Bring out the Sunshine, we don't do much in Europe to drive talkability and desirability around the Brand (not just the product). Lipton Ice Tea is not perceived as "cool" nor "desirable".

- We want European Gen Zs to believe differently, by making LIT relevant in their lives, in line with their lifestyle.
- We want to build fame around the Lipton brand and create a unique style that will resonate with Gen Zs.

- We want to be in top 5 most talked about beverage brands

LIPTON BRAND POSITIONING

Our Human truth: The always-on treadmill of our 'Red Bull lifestyle' (hectic lifestyles, always on the go, never ending to-do lists) is weighing us down. Requiring regular hits of caffeine and sugar to keep us running. But we thirst for a more positive way to live & drink. A choice to let go & live in the moment, uplifted and light-hearted. So we thrive, not just survive our days.

Our Roots: Built on the playful optimism of our founder & our chilled & uplifted summertime vibe, we've been refreshing the world with a winning blend of tea & fruit for 60 years.

Our Product Truth: With a winning blend of naturally sourced tea goodness & delicious fruit flavours, LIT refreshes us like a ray of summer sunshine (chilled & uplifted). Leaving us feeling positive & ready to enjoy the moment.



Below you can read the briefing where you and your group will get started! And the presentation:
https://edcom.eu/wp-content/uploads/2023/10/Ad-Ventures_Lipton_SWAG_Brief.pdf

<p>Market background</p>	<p>Today, we play in a crowded, ever-more competitive category dominated by global mega brands with huge media budgets. Plus, a stream of new challenger entrants like Liquid Death nipping at our heels. We are part of a shifting category in which Brands are moving more and more into experiential and entertainment spaces (think about the likes of Coca Cola, PepsiMax, Red Bull, and Arizona).</p> <p>Additionally, the Cola category is stagnating across most markets with consumers increasingly looking for healthier options.</p> <p>Lipton Ice Tea, with its <i>Better for You</i> proposition, is actively recruiting from soft drink reducers. Lipton Ice Tea is the RTDT (Ready to Drink Tea) market leader, and it has high spontaneous awareness when consumers are asked to name an ice tea brand (69% in Netherlands, 68% in Turkey, 65% in Poland, 40% in France), but lower salience and awareness among soft drinks in general (40% in Turkey, 13% in Netherlands, 8% in Poland and 6% in France).</p> <p>In short, this brief represents a great opportunity for Lipton Ice Tea to cut through culture with a new approach of Marketing and Advertising.</p>
<p>Competitive activity</p>	<p>The top 3 most talked about non-alcoholic drinks brands are; Coca-Cola, Pepsi, Red Bull.</p> <p>They create ownable content, stand-out brand experiences and dominate talkability in the Gen Z landscape.</p> <p>We also face into big brands who are killing it at merch/drops like Nike, Fenty, Ikea and Coke. RTDT brands like Arizona who regularly run fun brand collaborations.</p> <p>And then of course within the space of cool fashion – we're competing with fashion brands themselves. Cool brands like Cruel Pancake, Jacquemeus and Patta.</p>
<p>Brand positioning</p>	<p>Our Human truth: The always-on treadmill of our 'Red Bull lifestyle' (hectic lifestyles, always on the go, never ending to-do lists) is weighing us down. Requiring regular hits of caffeine and sugar to keep us running. But we thirst for a more positive way to live & drink. A</p>

	<p>choice to let go & live in the moment, uplifted and light-hearted. So we thrive, not just survive our days.</p> <p>Our Roots: Built on the playful optimism of our founder & our chilled & uplifted summertime vibe, we've been refreshing the world with a winning blend of tea & fruit for 60 years.</p> <p>Our Product Truth: With a winning blend of naturally sourced tea goodness & delicious fruit flavours, LIT refreshes us like a ray of summer sunshine (chilled & uplifted). Leaving us feeling positive & ready to enjoy the moment.</p> <p>Our Personality: The light-hearted 'ray of sunshine' who playfully brightens any moment.</p>
Commercial & business objectives for the campaign	Sell-out within 2 weeks (from launch) the new Lipton Ice Tea limited edition Swag merchandise.
Marketing objectives (Where do we want to get to?)	<p>Get European Gen Zs to want to be affiliated with Lipton Ice Tea</p> <p>BY creating a standout, trendy, relevant brand image through a fashionable Swag programme.</p> <p>KPIs:</p> <ul style="list-style-type: none"> • Increase attributes which allow us to stand out among Gen Z - particularly "Fun & Lively", "Brands people talk about". • Drive talkability to become one of the top 5 most talked about non-alcoholic beverage brands in the world; this means we need to move up 4 ranks. Be UNEXPECTED.
Marketing strategies (How are we going to get there?)	Young people of different generations have always been craving a sense of belonging, but Gen Z want to belong in a different way – they want to celebrate their uniqueness and belong to smaller groups of likeminded individuals. They use fashion as a mean of self-expression and they choose brands that exemplify their unique style, which is why limited-edition drops have been so popular with Gen Z. They value authenticity above all else.

	<p>The Gen Z audience are naturally positive and seek out moments of joy as they offer a meaningful taste of real happiness. They are spontaneous, loveable, goofy. And we want to tap into that zest for life.</p> <p>In a crowded marketplace, pop culture can serve as a differentiating factor for brands. By incorporating cultural references, collaborating with influencers or artists, or participating in cultural moments, brands can stand out from their competitors and capture the attention of their target audience. Brands integrating pop culture elements into their marketing demonstrate an understanding of their consumers' lifestyle, values, and aspirations. This authenticity and relatability foster stronger emotional connections, leading to increased brand loyalty and advocacy. Pop culture has a massive reach and influence, particularly through social media. By tapping in pop culture, Lipton Ice Tea can establish relevance with our creative TA, Gen Zs, who are heavily influenced by cultural trends, and notably by Fashion. LIT can leverage the viral nature of Fashion trends, notably streetwear, to create both desirability and talkability.</p>
Key communications tasks	Drive talkability to become one of the top 5 most talked about non-alcoholic beverage brands in the world: Get up 4 ranks.
Barriers to overcome	<ul style="list-style-type: none"> • Lipton Ice Tea is not perceived as 'cool' and is not a lifestyle brand • Cut through the clutter considering the proliferation of brand collabs - Many brands aim to stand out and become part of the Gen Z popular culture and only few have succeeded as they tend to be too forced and too corporate. Gen Zs like to celebrate their uniqueness, at the same time they satisfy their desire for belonging through their fashion. Some brands successfully tap into that in various ways – some are iconic (Coca Cola) and get featured in multiple fashion brands, some tap into need for uniqueness and differentiation (Arizona x Adidas collab) and others ride a certain trend that might turn into am short-lived hype (Ikea bucket hat). • Ensuring that our merch is affordable – desirable doesn't have to equal expensive • Merch needs to ideally have strong sustainable credentials
Ideal consumer response	Consumers are blown away and feel like our LIT swag is so unique, trendy and hugely desirable that they 'hunt' for it (think about Prime). We create a viral 'stampede' selling out our swag and creating talkability and waiting lists for the next edition.

Reason to believe	Lipton Ice Tea is a popular brand for many EU Gen Zs (#2 in brand power score in France and Turkey, #3 in the Netherlands), and it advocates a sunny outlook that is relatable to the Sunrisers cohort of Gen Z.
Personality	<p>LIT is the light-hearted 'ray of sunshine' who playfully brightens any moment.</p> <p>We sit in the Yellow Need Scope (Kantar positioning): we are the optimistic jester with a light-hearted yet cheeky sense of humour who doesn't take themselves too seriously.</p> <p>Brand Associations: Carefree summertime vibe/holidays, sunshine, outside chilled relaxation, taste & refreshment.</p>
Task to the students	<ol style="list-style-type: none"> 1. Strategy & overall approach to collaboration with brands and/or designers 2. Creative response for the merch program itself 3. Execution plan (what brands/designers would we collaborate with) 4. Amplification plan – how would Lipton Ice Tea drive attention to its Swag program in an unexpected way?
Mandatories	<p>Focus on Lipton Ice Tea (not Lipton – as Lipton is the hot tea part of the brand)</p> <p>Leverage our Distinctive Brand Assets (DBAs); logo, highlight font, yellow circle, mnemonic (fun round ownable brand elements)</p> <p>Align with Summer as the project would be executed during this period</p>
Budget	500k EUROS

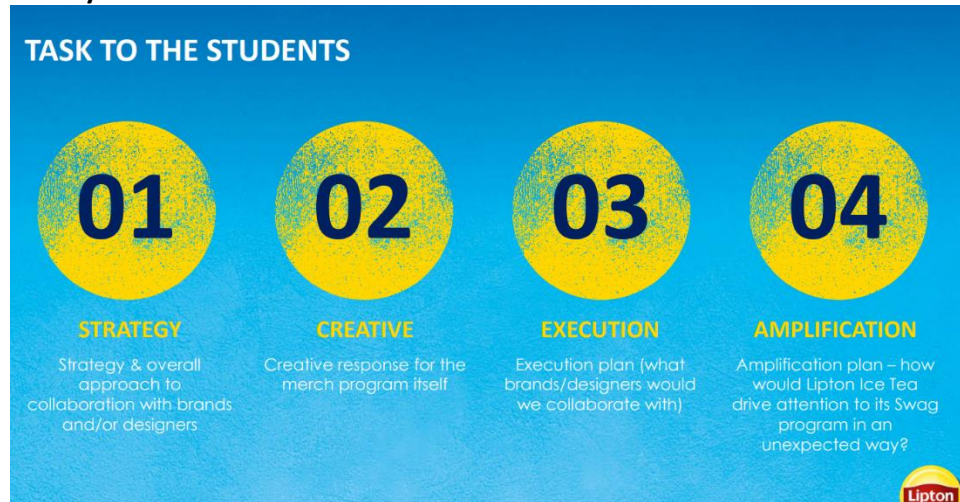
<p>What we would like to see in your pitch?</p>	<ol style="list-style-type: none"> 1. A clear demonstration that you have understood our business problem, our consumers and the opportunity. 2. Clear consumer insight and what drives consumer behaviour and brand choice in our market, 3. Vision and ambition! 4. Your strategic thinking to meet our business and marketing needs. 5. A modern view on how to do marketing in the 21st century to cut through the noise. 6. Your campaign proposal (we do not expect to see finished creative ideas) 7. A team that we would really like to work with!
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Webinar link:

https://edcom.eu/wp-content/uploads/2023/10/video1260825636_compressed.mp4

What you deliver:



For us, the Hogeschool Utrecht:

1. Action plan/ debriefing

In the second week you will upload your **action plan / debriefing** on Canvas.

Your mentor gives you feedback.

2. A report

You are expected to hand in a campaign report (max. 25 pages, excluding appendix) for Hogeschool Utrecht. Be sure to comply with Lipton's briefing and the HU feedback forms. Please make sure the report includes at least the topics below. Please note: this list is indicative.. You may add additional information or topics that you want to include in your report. The overall quality of the report will not depend on covering all these topics, but on the quality of the research and advice provided.

- Introduction: Short introduction of the organization, the brief, the central question and the contents of the report.
- Internal/external analysis: Relevant insights into the organization and the market in which it operates. Relevant and reliable sources of information are used to analyse the market and potential stakeholders and competitors.
- Target audience : A clear definition of the target group, based on your own research as well as relevant and reliable sources. Make sure you explain the reasoning behind choosing this target group. Relevant insights into the target group, based on relevant and reliable sources and possibly quantitative and/or qualitative research.
- Campaign objective: The goal of your campaign, with an explanation of why this is fitting with the problem and the target audience.
- Strategy: The strategic thought behind the campaign. Based on and fitting with the analysis of the problem and insights from the target audience.
- Creative concept / proposition: The central idea of the campaign, including the key message, based on the analysis of the problem and insights from the target audience. Show the visual.
- Campaign: The practical implementation of your creative concept, including visual assets. The channels and media you will use to reach your target audience. How can this become a campaign with longevity?
- Pre-test results: Why will your campaign work? To what extent have you pre-tested your campaign? To what extent will the target audience be blown away by your campaign?
- Planning & budget: Provide information on the planning of the campaign, and give an indication of the costs involved. Also give some attention to the short and long term implications of the campaign.
- Monitoring, Evaluation and Learning: Describe how you will use tools to measure the effectiveness of your campaign.

3. A presentation

You will also give a ten-minute presentation with your group about your concept and ideas. After this presentation you will 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.

4. 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/2022/09/Ad-Venture_entry-kit.pdf
- **Previous Ad Venture editions:** Winning campaigns (2012-2021);
- **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.

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



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 / Debriefing:

Week B2, Friday before 23.59 h.

DEMO PRESENTATION:

Week B5, Tuesday

Presentation:

Week B7, 9 or 10 January

Report:

Week B7, Sunday before 23.59 h.

B. Lectures

Attendance of all workshops and guest lectures is highly recommended and mandatory.

[Upon request: Research and English lectures](#)

During the block you can get different courses upon request for qualitative and quantitative research and English. You can use the input for the pitch challenge and your thesis. You can request personal and group lectures.

English:

email to Suzanne Klatten

Qualitative research:

email to Luc van Dijk-Wijmenga

Quantitative research and SPSS:

email to Suzanne de Bakker

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, Andrea, Suzanne 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 the internship coordinator Anjali Barbosa. She checks the proposal and your study outline (SVO) and when it is correct, she signs on behalf of the practice office.

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

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

In your portfolio, you take the reader through your development and demonstrate through evidence that you meet the core areas of the program. Your portfolio aims to show the world that you are a competent communication professional. You do this by referring to professional products and actions that you link to the core areas. You have spent the past semester collecting feedback on your professional products. At the end of period B, we will check your portfolio of block A and B. If you pass, 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 three goals you worked on in the past year and reflect on them.

Write a STARR reflection for each core area. Each STARR is up to two pages long.

- **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
Feedback form Ad Venture Student Competition Presentation**
- **Attachments: Include all your underlying evidence (with all complete products) in the PDF as attachments.**

Table of core areas (total)

The table below shows how many data points for each course are related to the core areas. For instance, course 1 contains 1 data point for Target Group & Behaviour, 1 for Concept & Creation, 1 for Planning & Organizing. Course 2, contains two data points for Context & Strategy, 2 for Target Group & Behaviour. And so on.

The table also shows the total number of data points you have for each core area, and the 65% rule to receive the 30ects for semester 1 (period A and B). This means that for the core area Context & Strategy, 2 out of 3 data points should be at or above required level.

Core areas and courses	Context & Strategy	Target group & Behaviour	Concept & Creation	Planning & Organizing	Persuasion & Endorsement	Connection & Guidance
Course 1		1	1	1		
Course 2	2	2				
Course 3	1	1				
Adventure competition			1	2	2	2
Total number of data points	3	4	2	3	2	2
65% rule (at or above required level)	2	3	2	2	2	2

E. Feedback forms period B

In another document.

F. Evaluation form period A & B

Published on Canvas

G. Schedule workshops Period B

B1:

14 November

10.00: Guest Lecture Michiel Koopman. Head of Trading & Commercialization – Northern Europe at Google | Founder - Het Spieghel Instituut. After the guest lecture, all groups work on the Ad Venture assignment and, if necessary, consult with coaches.

13.00: Suzanne de Bakker's class will not take place this week. However, you can work independently on the Ad Venture assignment, such as writing your plan of action/debrief.

15 November:

10.00: Guest Lecture by M2OC Media Agency, Martijn Vlasblom. After the guest lecture, all groups work on the Ad Venture assignment and, if necessary, consult with coaches.

13.00: Guest lecture Tim van der Veer about NGO communication. After the guest lecture, all groups work on the Ad Venture assignment and, if necessary, consult with coaches.

B2:

21 November:

10.00: Guest lecture Internal Communications Manager at Merus, Garance Vidart, <https://www.linkedin.com/in/garancevidart/> Garance is giving a short guest lecture on corporate internal communications based on her experience in a big multinational and medium-sized company. After the guest lecture, all groups work on the Ad Venture assignment and, if necessary, consult with coaches.

13.00: Working in groups, if necessary consult with coaches.

22 November:

10.00-11.00: Guest Lecture Andrea van Zuuk, lecturer at University of Applied Sciences Utrecht, Master in Arts and Cultural Sciences, Arts, Public and Society and Iris van Vliet, Co-owner Master your Story, lecturer minor Creative Storytelling, Dramaturg/script developer. How art such as film builds bridges between different cultures? After the guest lecture, all groups work on the Ad Venture assignment and, if necessary, consult with coaches.

12.00: Guest Lecture Mathieu Govaarts, Country Manager Netherlands Yfood

13.00: Working independently in groups, if necessary consult with coaches.

Sunday: Deadline plan of Action / Debriefing. Hand in on Canvas.

B3:

28 November:

10.00: Guest lecture Lobke Vermeer and Tess de Wit consultants Omnicom PR Group and Lobke is also former IC student 😊. After the guest lecture, all groups work on the Ad Venture assignment and, if necessary, consult with coaches.

13.00: Working independently in groups, if necessary consult with coaches.

29 November:

10.00: Guest lecture Rene Laterali Online Content- & Social Media-specialist ASN Bank. After the guest lecture, all groups work on the Ad Venture assignment and, if necessary, consult with coaches.

13.00: Masterclass Ajay Ochani; Experienced fundraising leader passionate about environmental and humanitarian causes. After the guest lecture, all groups work on the Ad Venture assignment and, if necessary, consult with coaches.

Sunday: Deadline first 360 degree feedback forms, you should receive the feedback forms from each of your groupmates. Hand these in on Canvas.

B4:

5 December:

10.00: Luc is in Brussels for the Edcom and will not be here today. You can go celebrate St. Nicholas as a class. There is no guest lecture scheduled on this time block.

13.00: Guest lecture Nicoleta Blokdijk-Anton (she/her), Marketing strategist, coach and uni lecturer. I help you have the career you want using all three. After the guest lecture, all groups work on the Ad Venture assignment and, if necessary, consult with coaches.

6 December:

10.00: Guest Lecture former IC students Sybe van den Bosch and Fleur Rosier. After the guest lecture, all groups work on the Ad Venture assignment and, if necessary, consult with coaches.

13.00: all groups work on the Ad Venture assignment and, if necessary, consult with coaches.

B5:

12 December:

10.00: Live DEMO presentations Ad Venture - Lipton

13.00: Guest lecture: Leon Geuijen, content strategist/editor in chief at NKC. After the guest lecture, all groups work on the Ad Venture assignment and, if necessary, consult with coaches.

13 December:

10.00: Guest Lecture: Maxim Segeren, Tree Composites and Karel Roozen, Next Ocean. After the guest lecture, all groups work on the Ad Venture assignment and, if necessary, consult with coaches.

13.00: Working independently in groups, if necessary consult with coaches.

B6:

19 December

10.00: Working independently in groups, if necessary consult with coaches.

13.00: Working independently in groups, if necessary consult with coaches.

20 December:

10.00: Anjali not present this week. You can work independently on the assignment.

13.00: Working independently in groups, if necessary consult with coaches.



B9:

Happy 2024!! 😊

9 January:

10.00 – 13.00: Presentations groups Luc and Suzanne, Anjali and Tim. Schedule to be announced later.

10 January:

10.00: You can work independently on the assignment.

13.00: You can work independently on the assignment.

Sunday: Deadline report and deadline second 360 degree feedback forms, you should receive the feedback forms from each of your groupmates.

Hand these in on Canvas.