



Sell me  
Something  
you own

BA(HONS)  
CREATIVE ADVERTISING  
PROJECT PACK

**FALMOUTH**  
UNIVERSITY



Sell me  
something  
you own

The premise is simple, we are hunting England and Wales for the most creative talent and offering £5,000 towards your student fees at Falmouth University if you win our competition.

You may love Art and Design, English and Writing, or maybe Maths and Psychology, whatever you enjoy we're looking for your creative problem-solving mind.

We want you to showcase your thinking, we want you to surprise us, challenge us and above all make your idea shine.

The brief is clear "Sell me something you own".

How or what you do is completely up for grabs, just make us want to fight tooth and nail to get you on our degree course.

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## What's the prize?

Did we say £5,000? Yes. £5,000 towards your first year's student tuition fees when you enrol on BA(Hons) Creative Advertising at Falmouth University.

## Why should I enter?

We can only offer a limited number of places and we want to find the most creative people we can. This isn't about us just navel gazing saying we're the best.

Instead, it's us saying come and be a part of something ambitious that can help you on the path towards a career by studying in what the Sunday Times describes as one of the best places to live in Britain and being on what some describe as one of the most respected advertising degree courses in the UK.

## Who can enter?

Our free competition is open to anyone in England and Wales who is eligible to apply to go to university in the UK 2019/20 and to those who meet the eligibility criteria set out at <https://www.falmouth.ac.uk/apply>.

If you find creativity and generating ideas interesting and feel uninspired at the prospect of having a boring job when you finally leave education, then becoming a creative in advertising may be your thing.

## How will entries be assessed?

We will assess entries by looking at whether the ad shows originality in its idea and thinking, how it responds to the brief and importantly how persuasive or engaging it is.

## How do I take part?

All you need is an idea that responds to the brief "Sell me something you own" in the most creative way you possibly can. Your idea can take the form of a film, a story, a poster, a tweet, anything.

## What's the deadline?

Before midnight GMT 19 January 2019 email your idea as a PDF, JPEG, or QuickTime to: [advertisingcompetition@falmouth.ac.uk](mailto:advertisingcompetition@falmouth.ac.uk)  
**Any attached files should be no bigger than 5MB.**

Alternatively, post your entry to:  
Falmouth University, BA(Hons) Creative Advertising Competition, Falmouth Campus, Falmouth, Cornwall TR11 4RH

The winner will be notified before midnight GMT 1 February 2019.

## Other Info:

Work cannot be returned - so keep a copy! Make sure we receive your contact details along with your work. Falmouth University may post your work on our website for publicity purposes. For any other queries: [advertisingcompetition@falmouth.ac.uk](mailto:advertisingcompetition@falmouth.ac.uk)

## Follow us:

W: [falmouth.ac.uk/advertising](http://falmouth.ac.uk/advertising)  
Insta: [@falmouthadvertising](https://www.instagram.com/falmouthadvertising)  
FB: [facebook.com/addyfalmouth](https://www.facebook.com/addyfalmouth)  
YT: [ADatfalmouth](https://www.youtube.com/ADatfalmouth)

## Legal Terms and Conditions

### WHAT IS THE PRIZE AND WHAT CONDITIONS APPLY?

1. The winner of the competition, will be guaranteed a place on the BA(Hons) Creative Advertising course at Falmouth University for entry in September 2019 provided that:

- they meet the minimum UCAS entry requirements <https://www.falmouth.ac.uk/apply>
- they are eligible to study in the UK
- enter into a student contract with the University; full terms and conditions can be found at <https://www.falmouth.ac.uk/student-regulations/student-terms>

The winner will still need to apply to Falmouth University in the usual way via UCAS and comply with its terms and conditions of application to the University. Further information about the entry requirements can be found at <https://www.falmouth.ac.uk/apply>.

2. The prize is available for a September 2019 enrolment only and cannot be used for deferred enrolment. There will only be one winner (see paragraph 13 & 14 for assessment criteria), and the prize is not transferable to another person by the winner.

3. The prize is not exchangeable for cash or any other prize.

4. The prize is £5,000 towards first year tuition fees for BA(Hons) Creative Advertising course at Falmouth University and this sum will be deducted from the tuition fees payable at enrolment. The prize is not standalone and can only be used against the cost of this particular course. Students would have to pay any outstanding balance of their first-year tuition fee and the full tuition fees for the remaining years of the degree course as they fall due should they continue to study at the University.

### HOW TO ENTER

5. Send your entry together as a PDF, JPEG or QuickTime format, along with your name, address and email address by email to: [advertisingcompetition@falmouth.ac.uk](mailto:advertisingcompetition@falmouth.ac.uk) under the subject 'Competition Entry' or by post to: Falmouth University, BA(Hons) Creative Advertising Competition, Falmouth Campus, Falmouth, Cornwall TR11 4RH.

6. Any attached files should be no bigger than 5MB.

7. No purchase necessary for entry into the competition.

8. Only one entry per person

9. Entries cannot be returned

10. Entries will be accepted from 12th October 2018. The closing date is midnight GMT 19 January 2019. Entries received after the closing date will not be accepted.

11. If you are under the age of 18 years when submitting your Competition entry,
- a. you must provide your name, age and address and the name and contact telephone number of your parent or guardian. We will only use this information in relation to the Competition (including checking your eligibility to enter it) and will not use it for any other purposes whatsoever. We will not keep this information for longer than is necessary for the operation of the Competition
  - b. Sending in an entry to the Competition means that You accept these Terms and Conditions, which are the rules of the Competition. You should check with your parent or guardian that they are happy for You to enter the Competition based on these Terms and Conditions.

c. The University requires the consent in writing (which may include e-mail) of the parent or guardian of the author of a winning entry to publish that winning entry and the author's name.

d. If the University does not receive written consent (which may include e-mail) from the parent or guardian of the author of a winning entry then we may award the prize to another entry for which we are able to gain such consent.

12. No responsibility can be accepted for entries that are lost or delayed, or which are not received for any reason.

### HOW WE WILL ASSESS THE ENTRIES

13. The winner will be the entrant who is deemed to have answered the brief most creatively by the judges. Our panel of judges will assess entries by looking at whether the ad shows originality in its idea and thinking, how it responds to the brief and importantly how persuasive or engaging it is. The judges' decision will be final, and no correspondence will be entered into.

14. The panel of judges for the competition will be comprised of one independent judge and two members of the BA(Hons) Creative Advertising teaching department. The judge's full names are available on request.

15. Falmouth University reserves the right to withhold the prize if in its view a winner is ineligible, entry is invalid or a winner does not meet the necessary requirements as set out in these terms and conditions.

16. Incorrectly completed entries will be disqualified.

### HOW THE WINNER WILL BE NOTIFIED

17. If you win the competition, we will notify you by post and/or email.

18. Falmouth University will notify the winner before midnight GMT 1st February 2019.

### HOW WE CAN USE YOUR ENTRY AND PERSONAL DATA

19. By entering the competition you agree that we can display your work on our website, please note that we will only use your forename alongside any work displayed.

### ABOUT US, THE PROMOTER

20. This competition is being run by Falmouth University, Falmouth Campus, Falmouth TR11 4RH.

### OTHER IMPORTANT TERMS.

21. Falmouth University reserves the right to amend these rules at any time in response to events outside of the University's control. If we do this we will publish the amended competition rules and/or specific competition rules on the relevant competition website page.

22. These terms are governed by English law and are subject to the exclusive jurisdiction of the English courts.

23. By participating in this competition, entrants are deemed to have accepted these terms and conditions.

24. To the extent permitted by law, Falmouth University excludes all liability whatsoever to entrants and the winner in relation to the competition and the prize unless the loss is caused by the negligence of the University, its agents or distributors. None of the entrant's statutory rights are excluded.