



Sell me Something you own

BA(HONS)
CREATIVE ADVERTISING
PROJECT PACK

FALMOUTH
UNIVERSITY



Join some of the world's most creative talent by winning an unconditional place on one of the best connected and creative advertising degree courses in the country whilst enjoying an inspiring life in Cornwall. Interested?

You may be an artist, a designer, a writer, a poet, a linguist, or a psychologist - whatever your background, what we're looking for is your creative 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.

What's the prize?

A guaranteed 'unconditional' place on the BA(Hons) Creative Advertising course at Falmouth.

Why should I enter?

We can only offer so many places and we want to find the most creative people we can. This isn't about us just naval gazing saying we're the best, it's us saying come and be a part of something that can help you get the best job in the world whilst being in the best place in the world and being on one of the most respected advertising degree courses within the industry. So why not jump the queue.

Who can enter?

Our free competition is open to anyone on Earth who is eligible to apply to go to university in 2015-16. If you find creativity and idea generation interesting and feel uninspired at the prospect of having a boring job when you leave education, then becoming a creative in advertising may be your thing.

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. You can email it, hyperlink it or even go old skool and post it. It's all about how good the idea is and whether it solves the brief.

As long as your idea can be clearly understood and it's on brief you stand a chance of winning.

When?

Before 1 December 2014 email your idea as a PDF, JPEG, QuickTime or hyperlink to:
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 winners will be notified before 1 January 2015.

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.

Follow us:

W: falmouth.ac.uk/advertising
W: falmouth.ac.uk/advertisingcompetition
F: facebook.com/advertisingatfalmouth
T: twitter.com/adatfalmouth

Competition Terms & Conditions

BA(Hons) Creative Advertising



The legal bit...

1. To accept the prize in this competition you must be able to newly enrol at Falmouth University at the start of the new academic year ten months after 1 December 2014.
2. No purchase necessary for entry into the competition.
3. Only one entry per person, either as a PDF, JPEG, QuickTime or hyperlink. Entries cannot be returned and Falmouth University reserves the right to use any of the work entered for promotional purposes including publication on the Falmouth University website and/or prospectus.
4. Send your entry together with your name, address and email address by email to: 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.
5. Sending an email is not proof that we have received your entry and replies will not be possible. No responsibility can be accepted for entries that are lost or delayed, or which are not received for any reason.
6. The winner will be the entrant who is deemed to answer brief the most creatively by the judges.
7. The closing date is 1 December 2014. Entries received after the closing date will not be accepted.
8. If you win the competition, we will notify you by post and email. The judges' decision will be final, and no correspondence will be entered into.
9. You can find out who has won the competition by sending a stamped addressed envelope, marked with 'Creative Advertising Competition Winner' to: Jono Wardle, Falmouth University, Falmouth Campus, Falmouth TR11 4RH within three months after the closing date.
10. By entering the competition the winner agrees to participate in such promotional activity and material as Falmouth University may require.
11. By entering the competition the entrant agrees to occasionally receive digital and postal communications from Falmouth University such as course marketing material. The data will not be shared with outside companies, institutions or organisations.
12. The panel of judges for the competition will be comprised of members of the BA(Hons) Creative Advertising teaching department.
13. The prize is an unconditional place on the BA(Hons) Creative Advertising course at Falmouth University. The prize is not transferable to another person by the winner. The winner will still need to apply to Falmouth University in the normal way via UCAS.
14. The prize is not exchangeable for cash or any other prize.
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. Incorrectly completed entries will be disqualified.
16. This competition is being run by Falmouth University, Falmouth Campus, Falmouth TR11 4RH.
17. Falmouth University reserves the right to amend these rules at any time. If we do this we will publish the amended competition rules and/or specific competition rules on the relevant competition website page.
18. Falmouth University will notify the winners before 1 January 2015.
19. These terms are governed by English law and are subject to the exclusive jurisdiction of the English courts.
20. By participating in this competition, entrants are deemed to have accepted these terms and conditions.
21. 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.