



DS VENTURISTS

7th CYCLE

Research. Innovate. Overcome

VENTURIST

ADVERT

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CATEGORY DETAILS

You will create a captivating advertisement to promote a product or service aligned with one of the SDG's. You will showcase your creativity, marketing acumen, and ability to engage target audiences by producing an innovative promotional video.

- Teams can consist of 2-4 members.
- You will be judged on the visual appeal of your advertisement as well as the creativity and originality.
- There are 3 SDG's that the team can choose from.
- The video is to be a maximum of 1 minute 30 seconds. Any longer than this may lead to point deductions.

SDG 7- Affordable and Clean Energy

SDG 12- Responsible Consumption and Production

SDG 13- Climate Action



**“Creativity with
strategy is
advertising.”**

~Jef I. Richards
