**REGULATION**

**ON THE INTERNATIONAL CONTEST OF STUDENT PROJECTS “BEST COMMERCIAL ADVERTISING”**

1. **General Provisions**

1.1. These Regulations define the procedure and conditions of the International Competition of student projects in the field of advertising, organized by the International Business School Alikhan Bokeikhan University (hereinafter - the Competition), together with partner universities.

1.2. The international contest is held in a distance format in Russian and English.

1.3. The International Competition awards the winners (1st, 2nd, 3rd place) with cash prizes from the President's Fund of Alikhan Bokeikhan University.

1. **Purpose and objectives of the competition**

2.1. **The competition** is held with the **aim** of forming entrepreneurial thinking among young people, entrepreneurial skills of students, formation of an active civic position and understanding of the social responsibility of business.

2.2. The competition is designed to address the following objectives:

* identifying and supporting talented young people in the field of socially significant entrepreneurial activity;
* promoting the formation of creative, imaginative thinking of young entrepreneurs;
* increasing the level of professional competencies of students in the field of entrepreneurship and advertising.
1. **Terms and procedure of the Competition**

**3.1.** **The competition of projects is held in the direction of:**

- commercial advertising

**3.2.** **The competition is organized in two stages:**

The first stage - primary examination of projects based on the submitted application, project description and photo/video material by the expert committee;

The second stage - public (online) defense of projects by each university team/student.

**3.3.** Students, master's students of universities who have submitted all documents in accordance with the terms and conditions of this competition **are eligible to participate in the Competition**. The number of students in a team within one project submitted for the competition from each participating university is not more than 3 students. No more than 2 projects can be submitted from each participating university.

**3.4.** Applications for participation in the contest of business projects shall be submitted by participants not later than the deadline specified in the information letter, in electronic form to the following address: oms\_abu@mail.ru. In the subject line of the e-mail it is necessary to indicate “Project for the competition from XXX university”

**3.5. Explanatory note** should include a brief description of the main idea and purpose of this advertisement, target audience, a brief description of the tools of artificial intelligence, with the help of which this advertisement was made, photo or video image (a clip within 1 min). The volume of the explanatory note is not more than 5-6 pages.

Attention! Specifying the type of AI tools is mandatory.

* 1. **The competition application includes:**
* application of the participant/participants from each university (Appendix 1).
* brief description of the project, photo and video materials.

**3.7 Requirements to the works submitted within the framework of the Competition:**- Video advertisement: AVI, FLV, MP4 formats; timing not more than 1 minute; the beginning of the video must contain the name of the Contest, nomination, title of the contest work.

- Internet advertising: JPEG, PDF, SWF, GIF, PNG formats.

Works that do not meet the requirements will not be allowed to participate in the Contest program.

By submitting a work to the Contest, the applicant confirms that the work is an author's work (made by a team of authors) and does not violate the copyrights of third parties. In case of detection of such violation, the organizers have the right to reject the admission of the work to the Contest.

**3.8. Project evaluation criteria**

Each contest work is evaluated according to the following criteria:

* argumentation and depth of idea disclosure;
* literacy, professionalism of solution, effectiveness of advertising, social methods and technologies;
* whether AI tools are used in advertising;
* visuality, visual design;
* originality (novelty of idea, creativity, positivity, flexibility of thinking) of the contest work.

**3.9. Summarizing the results of the contest and awarding the winners** will be carried out in an online format.

The link to all participants of the contest will be sent by e-mail 2 days before the event to the e-mail addresses of the participants specified in the applications.

**3.10.** **Composition of the expert competition committee:**

**Shyryn Kurmanbayeva,** President of ABU (Semey, Kazakhstan**)**

**Elena Shustova,** Vice-Rector for International Cooperation ABU (Semey, Kazakhstan).

**Veselin Blagoev, Professor,** Director of ABU International Business School.

**Ardak Karipzhanova,** Vice-Rector for Digitalization at ABU.

**Azamat Azatov,** Vice-Rector for Image Development and Marketing at ABU.

**Hristo Kaftanjiev,** Ph.D.,Professor, international expert in the field of advertising and marketing communications (K. Ohridsky University of Sofia, Sofia, Bulgaria).

**Elena Ezhova,** Ph.D., professor, international expert in advertising (North Caucasus Federal University, Stavropol, Russia).

**4. Awarding the winners and participants of the Contest**

4.1. The winners of the Contest are awarded the following cash prizes:

1st place - 100,000 tenge;

1st place - 90,000 tenge;

2nd place - 80,000 tenge.

The winners of the Competition are also awarded with diplomas of I, II, III degrees.

4.2 All participants of the contest will be given certificates for participation.

Diplomas and certificates for participation will be sent in electronic format to the participants' e-mail within 2 weeks after the end of the contest.

Cash prizes will be sent to the card accounts of the winners of the competition upon provision of bank details of the winners of the competition.

**Annex 1**

Project name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Project Manager: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| Full name of team members | Place of study | Course of study/specialty | Contact phone number, e-mail address |
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