FEARLESS

Design Award 2026

# Fearless Creative 2026 – Competition Brief

## Theme / Challenge

***"Bring a Brand to Life"***

Students are tasked with creating a complete campaign for a brand of their choice (real or fictional). This is a multi-channel challenge, designed to test creativity, strategy, and execution skills.

## Objective

- Develop a campaign that feels real and could exist in the professional world.
- Show how your idea works across multiple channels and brings the brand story to life.

## Deliverables

### 1. Campaign Manifesto

- A 1-page summary of your campaign idea, insight, and objectives.
- Include target audience, messaging, and tone.

### 2. Multi-Channel Execution (choose at least 3)

- Social media posts/carousel
- Digital ad banners or videos
- Poster/print designs
- Short video / TikTok-style ad (max 60 seconds)
- Branded product or mock-up (if applicable)

### 3. Real-World Activation (Optional but encouraged)

- Anything that brings your campaign to life physically or digitally. Examples:
- Photo shoot of your designed product
- Posting ads to social media (even mock accounts)
- Pop-up/installation concept

### 4. Presentation

- Compile all assets in a PDF or short presentation (up to 10 slides) to show the campaign in action.

## Judging Criteria

- **Creativity & Originality –** How bold, inventive, and fearless is the idea?
- **Execution & Craft –** Quality of design, copywriting, and overall presentation.
- **Channel Thinking –** How well does the idea adapt across multiple platforms?
- **Ambition & Realism –** Did the entrant go beyond the minimum to make it feel alive?

## Eligibility

- Open to all UK students currently in higher education.

## Prizes

### 1st Prize

- £100 Amazon Voucher
- Fearless Creative Award
- Fearless Competition Certificate
- Fearless Competition Tee
- Winner showcased in press, online channels, and events

### Runner-Up Prizes (2nd & 3rd)

- £25 Amazon Voucher each
- Fearless Competition Certificate
- Fearless Competition Tee

### Timeline

- Brief Release: May 2026
- Submission Deadline: End of August 2026
- Judging Period: September 2026
- Winner Announcement: October 2026

## How to Enter

1. Register on the Fearless Creative 2026 website
2. Submit all deliverables in a single PDF or folder with a clear structure