

# AD AGE YOUNG CREATIVES CONTEST 2023

Each year, Ad Age invites young creatives from anywhere in the world to design a cover for Ad Age's annual Cannes Issue. This year Ad Age and TikTok are teaming up to tap into the creativity and community of TikTok's platform and shine a light on global talent.

The 2023 contest asks entrants to create a TikTok video to showcase what the future of creativity looks like. We want to see that future through your eyes and see you get creative with the video format—be it animation, a stop-motion movie or a clip of a conversation with an AI chatbot, as long as it is your original work.

You, young creatives, will lead us into the next transformation of creativity. You will discover a new way for us to connect through entertainment. Maybe you'll create the next global breakthrough TikTok that everyone else is stitching. As young creatives you hold the future of creativity in your minds and in your hands right now. So show us.

## What does the future of creativity look like for you?

You can show us how you create. You can show us where you find inspiration—or who gives it to you. You can show us where your mind goes when you're firing on all creative cylinders or how you found your style.

Video is a powerful medium, and the tools you have today are far beyond what existed three years ago. Use those tools to innovate your creative stories. You can create a short film, tell your story through photography or sound, cast your friends and direct it yourself—any way you want to illustrate your idea.

Ad Age and TikTok will announce a number of finalists, but only one winner (or creative duo) will be selected. The winner will have the opportunity to attend the Cannes Lions International Festival of Creativity and be honored at our Ad Age Cannes Lawn Party in June 2023, attending alongside some of the biggest creative powerhouses in the industry.

## Eligibility requirements

The contest is free and open to students, full-time agency creatives and freelance creatives who are age 30 or under on June 19, 2023. You must be 30 or younger on June 19 to qualify. Nominees from outside the U.S. are welcome to enter; all entries must be made in English.

## Entry instructions

Using TikTok's Stitch creation tool, you will need to use the [video](#) from TikTok's Global Head of Business Marketing Sofia Hernandez and add your own video. Your video must be no more than 60 seconds in length and must be your original work.

You will also be asked to write about your video creation, explaining the idea, how you created it and why it represents your vision for the future of creativity.

All work entered must have been intentionally made for this contest and published on TikTok. Any work that violates TikTok's [community guidelines](#) will be disqualified.

## Deadline

The final deadline for Young Creatives submissions is April 10, 2023, at 5 p.m. ET

## A message from our partner

In the past three years, TikTok has been inspiring creativity and spreading joy. Some have called us the last sunny corner of the internet. We've connected people across cultures through the power of video and sparked completely new ways to hold the attention of the world through entertainment. ForYouPages everywhere are exploding with creative optimism, telling the stories of everyday people, and shining a light on a world full of diverse voices and points of view. TikTok has challenged the standard and put the power of imagination into the hands of anyone with a phone.

In addition to using our Stitch creation tool, we encourage you to use the native [creative tools](#) on TikTok to bring your vision to life. We want to see how you use our platform in new and surprising ways.