

Submit  
Your Entry

# Digital Marketing Campaign Competition

Unleash your  
Creativity!



Create beautiful graphics,  
web pages, and video stories  
– in minutes

Spark Post  
Create stunning social graphics -  
in seconds.

Spark Video  
Create compelling animated  
videos - in minutes.

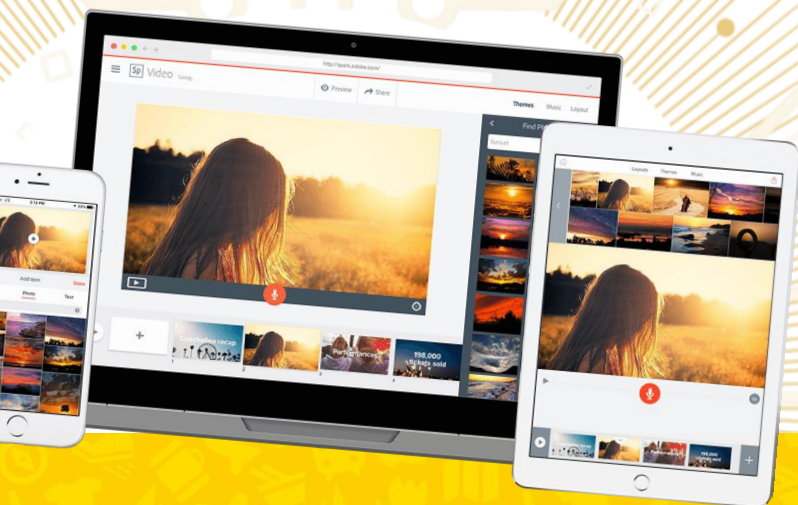
Spark Page  
Turn words and images into  
beautiful web stories - in minutes.



Adobe Spark



Adobe  
Creative Cloud™



“Transforming Your Idea to Life”

Get more information on **Adobe Creative Cloud Apps**  
@ **Track 4 Breakout Session** on **November 8, 2018**

# Digital Marketing Campaign Competition



## 1. Basic Information

### ELIGIBILITY

- The contest is **open to all participants** of ICT Conference 2018.
- All entries should be submitted on **individual basis**.
- No shared work is allowed.

### ENTRY LIMIT

- Up to **two Digital Marketing Campaign (DMC)** per participant.

### ENTRY DEADLINE

- Entries must be submitted to organizer by **Friday, November 9, 2018** not later than 12.30 p.m.

## 2. Digital Marketing Campaign Requirements

### OBJECTIVE

- To optimize **Adobe Creative Cloud** usage among UiTM Staff
- To promote **UiTM Digital Campus Apps** through Digital Marketing Campaign Approach

### DIGITAL MARKETING CONTENT

DM Content designs should :

- promote **any Mobile Apps** published in **Digital Campus (DC) Main Apps**
- introduce **only one Mobile Apps of DC Apps per entry**
- contain information on **how to download, access** and **use the Apps**

### SUBMISSION FORMAT

- DMC designs must be submitted in a form of **graphics** or **animated videos**.
- DMC Content must be produced using **Adobe Spark Apps** (Spark Post or Spark Video)
- Each DMC must include **Adobe Spark Watermark/Logo**
- All DMC entries must publish to **KICT2018 Facebook Page** with **#KICT2018Spark**

## 3. Rights

- All winning entries will become the property of **KICT2018** - Pejabat Infrastruktur, PPII, UiTM. Except as used by the KICT2018, all designer, including winners, will **retain the rights to their work**.
- Entry in the contest will constitutes **full permission to publish names of winners** without further compensation.
- The determination of eligibility of entries and any interpretation of these rules is at the sole discretion of the KICT2018, and shall be final and binding upon all entrants.
- By participating, the entrant agrees to abide by and be bound by these rules.

## WINNERS

- Four winners will be selected.
  - ✓ **Three winners for "Category 1"** will be selected by a panel of KICT2018 member. These panel are selected at the sole discretion of the KICT2018.
  - ✓ **One winner for "Category 2"** will be selected by a popular vote on social media platform - KICT2018 Official Facebook Page.
- Winners will be announced on **9 November, 2018** during **KICT2018 Closing Ceremony**.
- All DMC Content may be displayed or reproduced on the official KICT2018 – (<https://kict.uitm.edu.my>) or UiTM website,, and on KICT2018 or any UiTM social media channels at the sole discretion of the KICT2018. The KICT2018 will assume full ownership of the content.