

# **“Gen Z storytellers and the re-invention of digital video: personal, authentic, inclusive, AI-respectful”**

## **Master Digital Art Direction • M&C SAATCHI**

### **ABOUT THE COMPANY**

**M&C Saatchi EU** is the regional hub of M&C SAATCHI Group, a global marketing services business working across a wide variety of industry sectors.

A Creative Solutions Company, designed to use the power of ideas to answer the most diverse questions of any business. Thanks to a wide spectrum of world-class specialties covering a diversified - yet synergic - areas of competences: advertising and content, strategy consulting (including digital experience, design and innovation), passion marketing (events, entertainment and sports), growth marketing (performance and media), global and social issues (driving critical global change, transforming lives for the better). Different specialisms, all gathered together under the company's mantras of Brutal Simplicity of Thought and Diversity of Thought.

M&C SAATCHI EU is headquartered in Milan, and welcomes talents and clients in its Houses around Europe: Berlin, Amsterdam, Stockholm, Madrid and London.

### **1. Brief**

The objective of this contest is to stimulate creativity in the field of digital video by reinventing a traditional output like a very short film, through the eyes of a generation that prefers to narrate itself in motion.

Video storytelling for Gen Z has undergone several changes due to the preferences and behaviors of this younger, digitally native audience. It has evolved towards shorter, more authentic, interactive, and inclusive contents, distributed across a variety of digital channels. Video storytelling becomes a blank page on which to write one's own story in motion, frame by frame, reflecting a wide range of individual and intimate experiences, identities, dreams and desires. Overall, the integration of AI into storytelling offers opportunities for personalized, interactive, and data-driven narratives that resonate with Gen Z's preferences and behaviors in the digital age.

The video submitted for the scholarship competition must have a maximum duration of 1 minute.

### **2. Criteria of participation**

The call is open to graduates holding a University degree or equivalent study in (visual design, graphic design, interaction design, communication design, strategic design, brand design, design for multimedia, etc.), visual arts, art direction, marketing or promotion or to professionals with relevant experience in these fields.

Participation is individual – group submissions are not allowed.

### **3. How to participate**

Participation in the call is free.

The project must contain short-form video of maximum duration 1 minute

Furthermore, in order to verify their eligibility for the designated Master Course, applicants are required to upload:

- Copy of University Degree or equivalent: if you haven't received your Degree, yet, you can upload a certificate on enrolment confirming you are about to graduate\*\*
- Copy of University Transcript\*\*
- Passport scan

- Signed Personal Statement (Letter of motivation): we suggest you explain why you wish to participate in the Initiative, how would you develop your career in the coming years, what are your personal goals, etc. (about 100 words)
- Portfolio
- Reference Letter 1
- Reference Letter 2
- Curriculum Vitae
- For non English or Italian native speakers: certificate of language skills, level B2 of CEFR (e.g. IELTS 5.5).

The official language of the call is English.

#### **4. Calendar**

The deadline for submissions is **June 27th**.

#### **5. Academic Committee**

The Committee is composed of Istituto Marangoni Academic Committee and M&C SAATCHI

#### **6. Evaluation criteria**

Projects will be evaluated by a specialised jury (hereby called the “Jury”) and ranked on the basis of the following criteria:

- Consistency with the objective
- Innovative proposal
- Validity of the proposal from a strategic point of view
- Overall quality
- Capacity of synthesis and clarity in the exposure of the idea

#### **7. Award**

The winner will be awarded a scholarship consisting of 50% deduction on the tuition fee (enrollment fee is due) for the Master in Digital Art Direction starting in September 2024 in Milano Design school.

Following the winner’s award, other participants may be awarded a lower scholarship amount according to the Jury’s selection.

Any scholarship allocated to the intake for which the student is enrolling (e.g. September ’24) will NOT be automatically valid and confirmed for the next intake (e.g. February ’25). The Management together with the Academic Committee will assess any reassignment.

#### **8. Results and publication**

At the end of the selection made by the Jury, the winner of the call will be announced via e-mail and telephone. The final project and the final news might be published on Istituto Marangoni official communication channels. The selected participant for the scholarship shall confirm his/her interest in the scholarship within **5 (five) days** from the date of the first communication by email.

After that period has elapsed without receiving any communication from the winner, the scholarship shall be considered as expired and shall be reassigned.

The acceptance of the scholarship implies the obligation for the winner to file an application for the selected course and pay the residual quote of the tuition fee.

#### **9. Rights and use of the delivered outputs**

The participants (hereinafter the “Participants”) agree to transfer free of charge to Istituto Marangoni<sup>1\*</sup> and its successors the right to use the special projects (hereinafter the “Projects” or, in the singular,

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<sup>1\*</sup> Istituto Marangoni S.r.l. Via Verri 4, 20121 Milan – Italy

“Project”) and the products that will be, where applicable, implemented as a consequence of the Project; the right to use any output delivered for the participation to the Initiative in partnership with **M&C SAATCHI**, as well as all the materials connected to the projects and delivered, including the drawing of the Project, the sketches, the samples, the models, the tests and the video and photo materials. Istituto Marangoni reserves the right to use, publish and exploit the Projects in the form and manner deemed most appropriate: Participants also authorise Istituto Marangoni to use the documents received for promotional purposes and in the manner deemed most appropriate. The Participants, joining the Initiative in partnership with **M&C SAATCHI**, declare that Istituto Marangoni and its successors cannot be subject to any claim resulting from such use. In any case, the Participants agree to indemnify and hold Istituto Marangoni and its successors harmless from any liability toward third parties.

## **10. Declarations and warranty**

Each Participant declares and guarantees:

- (i) to be the author of the Project, to own and to be fully, legitimately and autonomously entitled to grant, without limitation, all the rights granted herein, including but not limited to intellectual property rights anyhow related to the Project;
- (ii) that the Project is original and shall not, directly or indirectly, infringe any third parties' right, including copyrights and intellectual property rights;
- (iii) that the Project shall not contain any obscene, violent, defamatory, blaspheme, upsetting elements and that it shall not infringe any third party personal and patrimonial right (including moral rights, image rights, honour and/or reputation and/or confidentiality rights, copyrights, data protection, publishing and/or others rights) or any applicable law; in the event the Project contains elements and/or parts from third parties works, the Participant guarantee to have obtained in advance and/or to obtain all necessary consents, releases and/or authorizations, as well as all usage rights of the Project granted herein;
- (iv) that there are no rights or agreement with any third party which shall interfere with the rights granted herein and with the full and free usage and arrangement of the Project by Istituto Marangoni and its successors.

In any case, the Participant undertakes to indemnify and hold Istituto Marangoni and its successors harmless with respect to every demand, claim, contestation or request, whether made or brought before the courts or otherwise, by third parties related to the Project and/or to the rights granted pursuant the article 9 and/or that are inconsistent with the representations, warranties and obligations that the Participant has provided herein or by law and/or may interfere with the full and free exploitation by Istituto Marangoni and its successors of the rights granted herein.

## **11. Information notice on personal data processing**

Personal data (“Data”) collected in relation to participation in the Initiative will be registered in the database of Istituto Marangoni, controller of the treatment (“Data Controller”), pursuant to of the General European Data Protection Regulation (Regulation (EU) 2016/679 of the European Parliament and of the Council, of 27 April 2016 and related implementing legislation (hereinafter, jointly, the “Regulation”).

Data of the Participants collected in relation to their participation in the Initiative will be processed by Data Controller for the following purposes: .

- (i) to enable Participants to submit their application and, if necessary, to subsequently provide further information useful and/or necessary for the assessment of their application;

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Shanghai Fashion Training Centre, Floor 7, Building A, The Roof, No. 458 Madang Road, Hunagpu District, Shanghai 200025 – China

- (ii) for purposes related with and instrumental to the process of evaluating, reviewing and selecting of the validly submitted applications;
- (iii) for the management of the participation in the Initiative, including sending requests for integration of the application, information materials, updates, communications and/or changes to the programme related to the Initiative itself; as well as for deciding and announcing winners;
- (iv) to fulfil any obligation provided for by laws, regulations, Community rules, orders, prescriptions and/or requests made by the Judicial Authority or by any person authorised to do so under legal provisions and secondary legislation;
- (v) to exercise the rights and protect the legitimate interests of the Data Controller, such as the right the right to legal defence.

The processing of the Data for the purposes indicated in points (i), (ii) and (iii) above shall be carried out by Data Controller for the purpose of execute Participants' application, for the assessment and possible selection of the projects and - in the event of effective selection and confirmation - for announcing and proclaiming the winners and therefore does not require Participants' express consent (pursuant to article 6.1 letter (b) of the Regulations). For such uses, the release of the data requested by Istituto Marangoni is indispensable and, therefore, failure to provide such Data will prevent Participants' application from being examined and, consequently, their participation in the Initiative (pursuant to article 6.1, letter (b) of the GDPR).

Data processing for the purposes specified in points (iv) and (v) above is carried out to fulfil legal obligations, and therefore does not require Participants' express consent (pursuant to article 6.1, letter (c) of the GDPR).

Participants' Data shall be processed by means of manual, computer and electronic tools, in any case able to guarantee the security thereof and to avoid unauthorised access to the Data.

Participants' Data and projects shall be communicated by Istituto Marangoni to third parties for the purposes of selecting and evaluating Projects within the scope of the Initiative. The release of Data for this purpose is necessary to participate in the Initiative.

Pursuant to the Regulation, those whose Data are collected as a result of the participation in the Initiative are entitled to: a) obtain information on the existence of the data and the purpose for which the Data is processed, the storage period and the persons to whom the Data is disclosed; b) obtain disclosure of the Data in a format in common use, readable by any automatic, interoperable device; c) object to some or all of the processing; d) obtain the update, correction, integration, limitation, deletion, blocking or transformation of the Data to an anonymous form. Istituto Marangoni also reminds that Participants are entitled to contact the Data Protection Authority ((Piazza di Monte Citorio, 121 – 00186 Rome RM) to assert Participants' rights regarding the processing of the Data. Participants may exercise the rights set forth above by means of a written request to be sent to the Data Protection Officer (so called DPO) Frareg S.r.l. - Viale Jenner 38, 20159 Milano MI – Italy, appointed by Data Controller, on email address [dpo@frareg.com](mailto:dpo@frareg.com) who has been appointed by the Data Controller.

## **12. Use of personal data**

Participants authorise Istituto Marangoni to use their Data and images, as well as to realise and acquire videos, photos, registrations and to consign their image through third parties and by any means and activity related to the Initiative within six months starting from the expiry of the Initiative. They grant to Istituto Marangoni the right to use the said "material" in the context of the publishing products under the direction of Istituto Marangoni and in the context of the institutional website and social networks of Istituto Marangoni and its successors.

## **13. Applicable law and jurisdiction**

The Italian law will govern the Initiative and the relations between the Participants. Any dispute that

may arise between the promoters and the Participants will be of exclusive jurisdiction of the Court of Milan (Italy).

**14. Exemption from the ministerial validation**

Pursuant to the article 6, D.P.R. 430, dated 26/10/2001, this Initiative is not a prize competition or lottery: as a result, no ministerial authorization is needed.