

# 2018 ICAD Upstarts

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**Donald Trump. He's a racist, a liar, a misogynist, a bully, a megalomaniac; some would even say pure evil. It's safe to say he's one of the most hated men in the world right now. It's your job to change that.**

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**Brief:**

Create an advertising campaign that will make the world to fall in love with Donald Trump.

**Remember:**

Trump is going to keep being Trump. He's not going to change for anyone. But how can you spin it, so he comes out the good guy?

**Requirements:**

You should approach this brief using whatever media you feel best showcases your talents. Choose at least two deliverables from the list below:

**Deliverables:**

- 30" TV ad (Script & Storyboard)
- 60" Radio Ad (Script)
- Social (Instagram / IGTV/ Twitter/ Instagram etc).
- Digital Video (Script)
- Print (Outdoor/Press)
- Surprise us. Maybe it's a stunt / an innovation / a product.

**Deadline:**

August 10, 2018

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To upload your work and apply to the 2018 ICAD Upstarts Programme, go to:  
<https://www.icad.ie/learning/graduates/upstarts-application/>