Reichman University × AdArena

AI VIDEO CREATOR CHALLENGE

Why study for an undergraduate degree at Reichman University?



Prizes valued at $7,000

25 prize places

8–26 NOV 2026

Undergraduate study at Reichman University

Create an original 20–45 second AI film answering: why study for an undergraduate degree at Reichman University? Show what a student gains in a changing world shaped by AI: what they can discover, develop, create and lead through the knowledge, experiences and people they encounter during their undergraduate degree and beyond.

Reichman University

Founded in 1994 by Prof. Uriel Reichman to educate future leaders, Reichman University puts the student at the centre as a partner. It connects academic excellence with entrepreneurship, freedom for self-fulfilment and responsibility toward Israeli society.

Core audience: prospective undergraduate students aged 20–26, within the broader 19–27 applicant group. Secondary audiences include parents involved in the decision, the wider public, employers and potential partners.

Solid with a twist

SOLID: academic excellence, research, intellectual depth, professional knowledge, quality teaching and values.

TWIST: innovation, entrepreneurship, creativity, interdisciplinary thinking, real-world connections, boldness and leading change.

Connect a strong academic foundation with independent thinking that challenges assumptions and turns ideas into action. Make the benefit to the student clear.

At Reichman University, students gain more than anywhere else. They leave with more than they came with: academic excellence from lecturers who are the best in their fields, the most innovative study programmes with up-to-date courses connected to what is happening in practice, alongside experiences beyond the classroom that cannot be found anywhere else, such as clubs, career events and extracurricular activities.

Ten values to choose from · 1/2

Each film may focus on one value or connect several. You do not need to include all ten. Choose what serves one clear idea and makes the benefit tangible and relevant to student life.

Knowledge connected to action

academic study alongside projects, practical experience and challenges from the professional world.

Interdisciplinary thinking

essential in the modern world. The ability to combine fields of knowledge and broaden perspectives helps identify solutions and opportunities.

Entrepreneurship and independent thinking

an environment that encourages questions, ideas, experimentation and initiative.

An international, multicultural environment

the international school and encounters with students from different cultures and countries bring new perspectives.

Campus life and social involvement

social, business, academic and cultural clubs and programmes, volunteering, community work and university clinics.

Ten values to choose from · 2/2

Each film may focus on one value or connect several. You do not need to include all ten. Choose what serves one clear idea and makes the benefit tangible and relevant to student life.

Careers and professional connections

Career Center support during and after study, alongside networking and professional relationships.

An alumni community and lasting connections

a community that continues to support and connect people after graduation.

Tools for a changing world

AI in study alongside critical thinking, creativity and sound judgement.

Freedom and responsibility

freedom to shape a personal path and initiate projects, with responsibility to contribute to society and the country.

Support for students in reserve service

assistance that responds to the particular challenges of combining study with military reserve duty.

Make the value part of a story

Use a student’s perspective, a meeting of disciplines or a moment from campus life. Create curiosity, emotional connection and a desire to belong. You have freedom in visual style and storytelling, as long as the student benefit and the reason to choose Reichman University are clear.

01 **Knowledge becomes a project: a moment when study meets the professional world.**

02 **Disciplines and people meet: different perspectives lead to a shared idea.**

03 **A personal choice makes a difference: a campus initiative grows into social action.**

These are open examples, not required scripts. Use AI creatively to serve the story and message. The plot may explore any of the values; it does not have to be about AI. No minimum AI percentage is required.

Important: people must look real

People in the film should look as real and natural as possible, without the artificial appearance of AI characters. Pay particular attention to faces, skin texture, expressions and movement. This applies even when using AI to create the people.

What to make

20–45 seconds · Vertical 9:16 · 1080 × 1920 or higher.

Hebrew only. Use clear, accurate Hebrew subtitles when there is speech. The brief is available in English and Hebrew.

Up to 2 distinct entries per creator. Correcting the same work is a revision, not another entry.

Show why to study for an undergraduate degree at Reichman University through one or more listed values. Make the university connection and student benefit clear.

Use original or properly licensed visuals, music, voices and likenesses. AI tools do not replace those permissions.



FRAMING EXAMPLE
Vertical 9:16

25 prize places

$6,000

cash | 15 places

1	$1,500 each
2	$1,000 each
3	$700 each
4-5	$400 each
6-10	$300 each
11-15	$100 each

$1,000

Kolbo credit value | 10 places

Places 16-25: $100 in credit value each.

Exact credit units and rounding await approval.

Approved prize allocation · Proposed judging · 100%

Original idea 35% · Relevance to Reichman University and the audience 30% · Storytelling and craft 25% · Message clarity 10%

Prepare your entry

Prepare the original MP4 (up to 500 MB), the title of the work and a short explanation of the idea and tools. Proposed publishing rule: one public Instagram, TikTok or YouTube post, plus its link. Posting on several networks is optional. Write an authentic caption about the work. A Collab invitation is not currently required.

Open with a recognisable moment, not a university brochure.

Where permitted, include authentic student presence and real campus imagery. Show experiences and encounters rather than only stating benefits.
Close with an invitation to explore undergraduate studies at runi.ac.il.

If using a logo, use the supplied official language variant. Preserve its proportions and clear space.

Keep subtitles and key content away from social-platform controls. A creator name on the video is not required.

Opens 8 November 2026 at 16:00. Closes 26 November 2026 at 22:00. Asia/Jerusalem (UTC+02:00)

Before you create

No guaranteed employment, salary, admission or personal success.

No invented courses, campus locations, statistics, endorsements or student testimonials presented as real.

No claims that studying at Reichman University is affordable for everyone; do not repeat or reinforce wealth stereotypes.

No unlicensed music, impersonation, misleading AI likenesses or competitor attacks.

The standard AdArena creator terms apply, including the Master Service Agreement and Submission Rights and Transfer Agreement version 2026-10-24.2, shown for acceptance in the entry form. Transferable rights you own in the work are assigned to AdArena upon submission, including non-winning entries. Commercial rights are granted to the brand only through a paid transaction under the agreements.

25 winning works; one creator may win with two different entries. This is not a promise of 25 unique creators.

The kit includes both briefs, official English and Hebrew logos, and the official symbol. Use white logos on Reichman University blue or blue logos on white. Campus photos remain in the supplied library; redistribution permission is not assumed. Paid brand fonts are not included; this preview uses Arial.

Based on the original brief supplied by Reichman University and its 2026 brand book. Background facts checked against the official website and Student Association catalogue on 1 November 2026.

What the viewer should remember

Reichman University is where my ambitions can become reality. It gives me much more than an undergraduate degree: advanced knowledge, tools for independent thinking, connections to people and industry, the chance to fulfil my potential, and opportunities to grow and lead in a competitive world that is constantly changing.

Tone: original, ambitious and human. Create a sense of possibility and emotional connection. Show opportunities for growth without guaranteeing success or employment.

Background facts and accurate claims

The official website lists about 40,000 alumni and students from 90 countries. The Student Association catalogue lists more than 60 clubs and programmes. These are optional background facts; check currency before use. The supplied brief also mentions a future AI and information sciences programme: verify its name, launch date and approval status with the university before making a claim.

Sources: university website and Student Association catalogue (page 5)

Reichman University copy inspiration

Based on previous Hebrew brand copy, with the full university name; translated for context

The academy for future leaders.

Leaders are not born. They learn to lead.

Reichman University: dream and fulfil.

The world moves fast. So do we at Reichman University.

The world moves fast. Do not be left behind.

Even when they said every possibility was open, nobody imagined so many.

Reichman University: everything is possible.

Reichman University: be more.

Reichman University: Zionism and excellence.

For inspiration only. Choose your own story; no slogan is required.