AI video competition

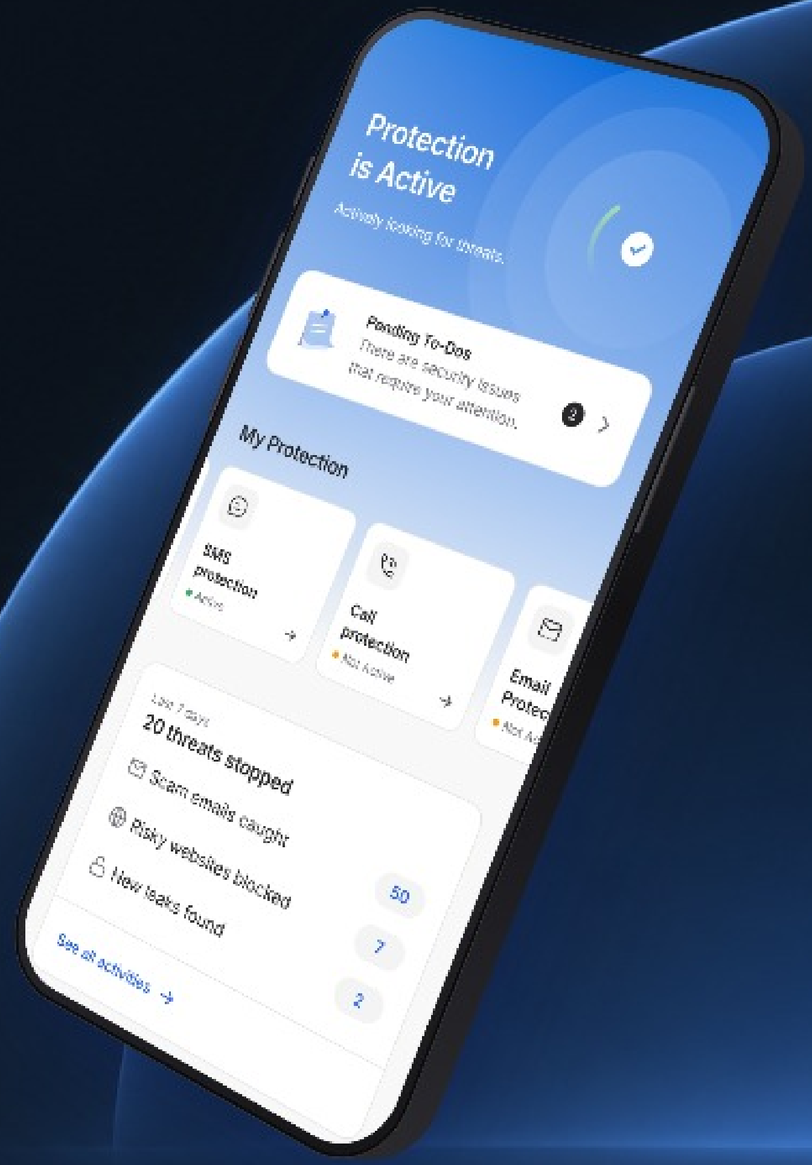
Guardio × AdArena

Create for Guardio.

$12,500
Total prize value

60
Winning places

$8,500 cash + $4,000 creative credits

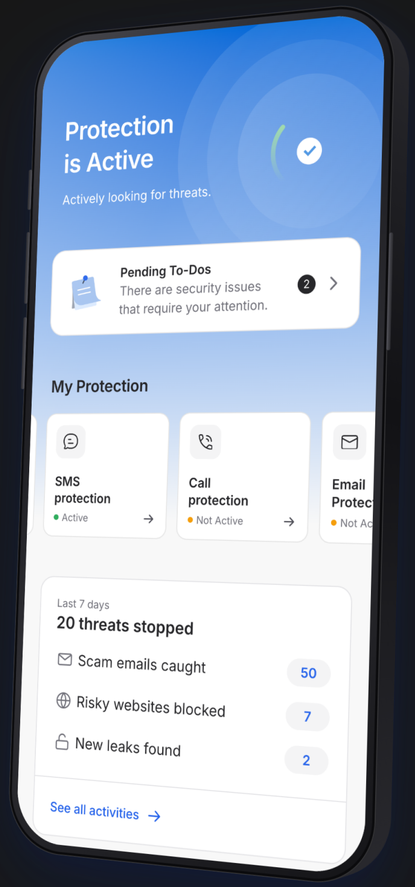


Guardio

A personal security app for your phone

Built by cybersecurity experts. Runs in the background on iOS and Android, adapting to changing scams, including AI-made scams.

Dangerous links and sites	Blocked before the page loads.
Scam texts and suspicious emails	Flagged so you can spot the risk.
Past breaches	Shows exposure of emails, numbers and passwords.
Spam calls	Identified and flagged.



Over 2 million people already use Guardio.

What do we want from you?

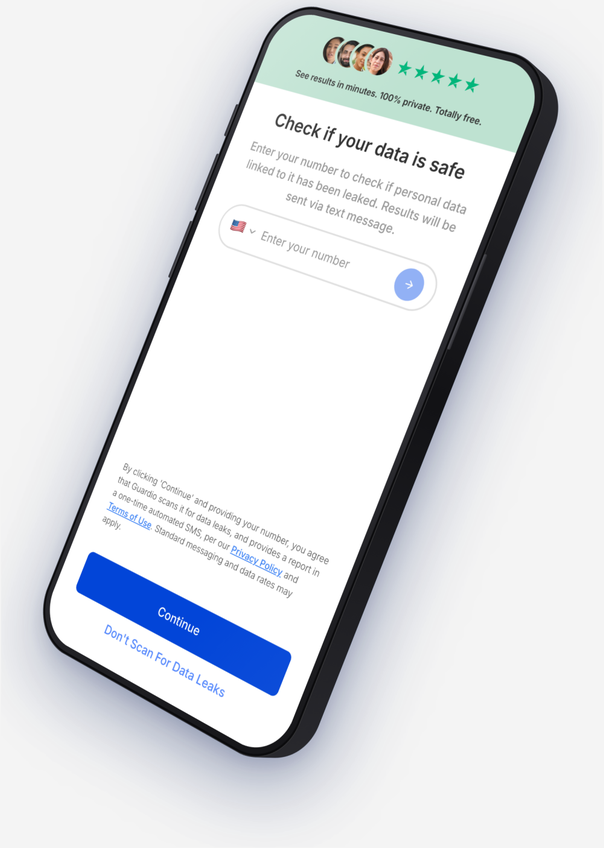
Inspire us. Make us laugh. Make us cry.

Surprise us with an idea we haven’t thought of
and a Guardio ad we haven’t seen before.

From the first line of the script to the final frame,
show us a new way to tell the Guardio story.

The phone scan

A free scan that starts with a phone number.



1 Enter a phone number
No account needed to start.

2 Check past breaches
Guardio scans thousands of breach databases.

3 See exposed info
Numbers, emails and old passwords,
with clear steps to secure every breach.

4 Stay informed
With ongoing protection, Guardio alerts you to new leaks.

Try the phone scan

Only the scan is free. Ongoing protection is paid.

Suggested angles that convert

An everyday situation can carry the whole ad. These are starting points, not a script.

Leaks

The old password you forgot

A phone scan reveals information that may be sitting in old breaches.

Shopping

The look-alike store

Show Guardio stopping a fake store before anyone pays.

Links

The delivery text that feels real

Make the block happen before the dangerous page loads.

AI scams

A scam that looks convincing

Fake stores, sign-ins and texts can be hard to spot by eye.

Open with a hook. Show a believable risk and a clear Guardio moment. End with a call to run a scan.

Choose the right words

Say	Keep it accurate
"Run a security scan"	Lead with protection, not "free". Never promise a free trial, free protection or a limited-time offer.
"Guardio blocked the scam site"	Show a scam being stopped, not a slow page. Never show the block after a sign-in or payment.
"Flags scam texts, emails and calls"	It flags and identifies. It cannot stop a call ringing or a text arriving.
"Your info may be exposed"	Never tell the viewer their data leaked. Describe possible exposure, not a personal diagnosis.

Use plain language. Let the real product moment do the work.

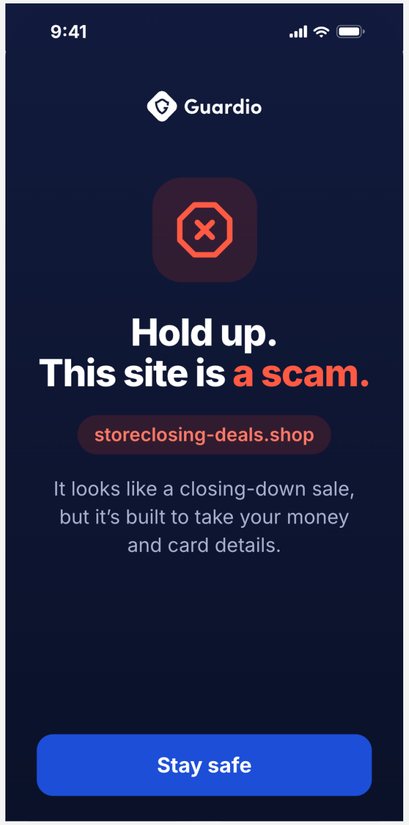
Claims to leave out

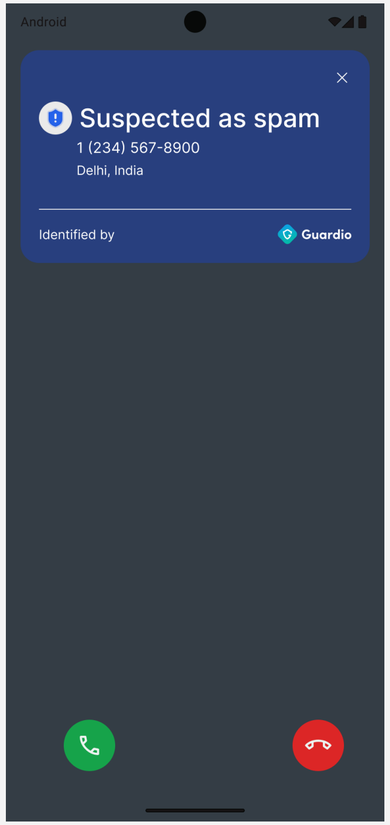
Guarantees or comparisons	No "100% safe", "never get scammed again", "#1", competitor names or comparisons.
Prices, plans or discounts	Keep every price, plan and promotional offer out of the ad.
Unsupported capabilities	No fake-profile blocking, SIM-swap prevention, money recovery or removal of exposed data.
The wrong category or user count	Not antivirus or VPN. Say "over 2 million people", never 1.5 million.
Invented proof	No made-up testimonials, invented taglines or recreated app screens.

Read the full brand guide

Real scam stories can be dramatised. Keep them believable.

Use the kit as supplied





Inter, sentence case

Text at least 16 px. Headlines no more than two lines.

Keep the logo original

120 px minimum; shield-height clear space. Below 120 px, use the icon. White lockup over footage.

No logo effects

Never stretch, rotate, recolour, outline, shadow or rebuild it.

Use the supplied 2026 app screens

Keep screens unchanged. The dramatic blocker is for ads; its domain is a placeholder.

Keep the gradient away from text

App-icon and hero art only. Never behind text or the wordmark.

Brand blue #4672D2 / Action blue #2E69FF / Black, white and natural neutrals

Your Guardio ad

Make the idea yours. Keep the product true.

9:16
Vertical

25-55 sec
Video length

English (US)
For US ages 35-55

Post your ad

Post it on Instagram, TikTok or YouTube and add the link when you submit.

Invite @guardiosecurity and @adarena.app as Instagram collaborators. Guardio decides which videos it accepts.

Up to 3 entries per creator. Submit your original MP4 through AdArena.

Start with the official assets

Download the creator kit

Run a phone scan

The kit includes an 18-second walkthrough to use within your finished ad.