

Round 2: “AI StoryMaker”

💡 Social Media Video Advertisement Scenario

1. Business Idea Summary

The chosen idea is the **Smart Shuttle Service for Universities**. This system uses a bus tracking app for students that shows the live location of campus shuttles. It also uses AI to plan better routes so that students don't have to wait long.

2. Complete Problem Statement for the Scenario

- **Core Problem:** Students are often forced to wait for long periods because they lack real-time information on campus shuttle locations and ETAs. The current shuttle routes and schedules are inefficient, leading to wasted time and stress for students, and poor resource utilization for the university.
- **The Gap:** Existing solutions may only offer basic GPS tracking. This system goes further by using **AI to plan better routes**. It provides a seamless, transparent experience that significantly reduces student waiting time and improves overall campus transit efficiency.

3. Video Scenario Prompt

Imagine you are the Social Media Marketing Expert for the new 'CampusRoute AI' app. Your task is to create a compelling **45-second video ad** targeting **University Students** on platforms like Instagram and TikTok, focusing on the pain point of waiting and the convenience your AI-powered solution provides.

🎯 Video Submission Criteria:

Please make sure your video meets the following guidelines:

- ☐ **Duration:** 45 seconds (± 5 seconds).
- 🗣️ **Voiceover or AI Vocals:** Must include clear narration or voiceover (AI-generated or recorded).
- 🎬 **Main Point:** The problem and solution must be clearly shown.
- ⭐ **Creativity:** Use engaging visuals, AI-generated scenes, or avatars to make the ad appealing.
- 📱 **Platform Fit:** Should look suitable for **Instagram Reels or TikTok ads** (vertical format preferred).