Zocket Machine Learning (Computer Vision) Hackathon! 🤖

Problem Statement **"Ad Creative Recognition with Computer Vision"**

Problem Description:
In the digital landscape, advertisements play a crucial role in delivering content and engaging users. Your challenge is to develop an advanced computer vision solution capable of identifying whether an image is an advertising creative or not. This task involves detecting visual patterns and features commonly associated with advertisements.

Key Objectives:

1. **Ad Creative Detection Model:**
 - Implement a computer vision model that can accurately classify images into two categories: ad creatives and non-ad creatives.

2. **Feature Extraction and Analysis:**
 - Identify and extract key visual features that distinguish ad creatives from non-ad creatives.
 - Develop a mechanism to analyze the presence of specific elements such as logos, text overlays, product images, and color schemes indicative of advertisements.

3. **False Positive Reduction:**
 - Implement strategies to minimize false positives by considering contextual information and additional cues in the images.
 - Enhance the model's accuracy in distinguishing between promotional content and non-promotional visual elements.

Evaluation Criteria:

Participants will be evaluated based on the following criteria:

1. **Accuracy:** The model's accuracy in correctly classifying images as ad creatives or non-ad creatives.
2. **Feature Extraction:** The effectiveness of the feature extraction mechanism in capturing relevant visual elements.
3. **False Positive Reduction:** The ability of the solution to minimize false positives and accurately distinguish between ad and non-ad content.
4. **Innovation and Robustness:** Bonus points will be awarded for innovative approaches, robustness in handling diverse ad creative styles, and adaptability to evolving online advertising trends.

Note:
Participants are encouraged to explore a wide range of computer vision techniques, including deep learning architectures, for solving this problem. Ethical considerations, such as privacy and content sensitivity, should be taken into account during the development of the solution.