

Competitions Guide

Youth Impact Studio

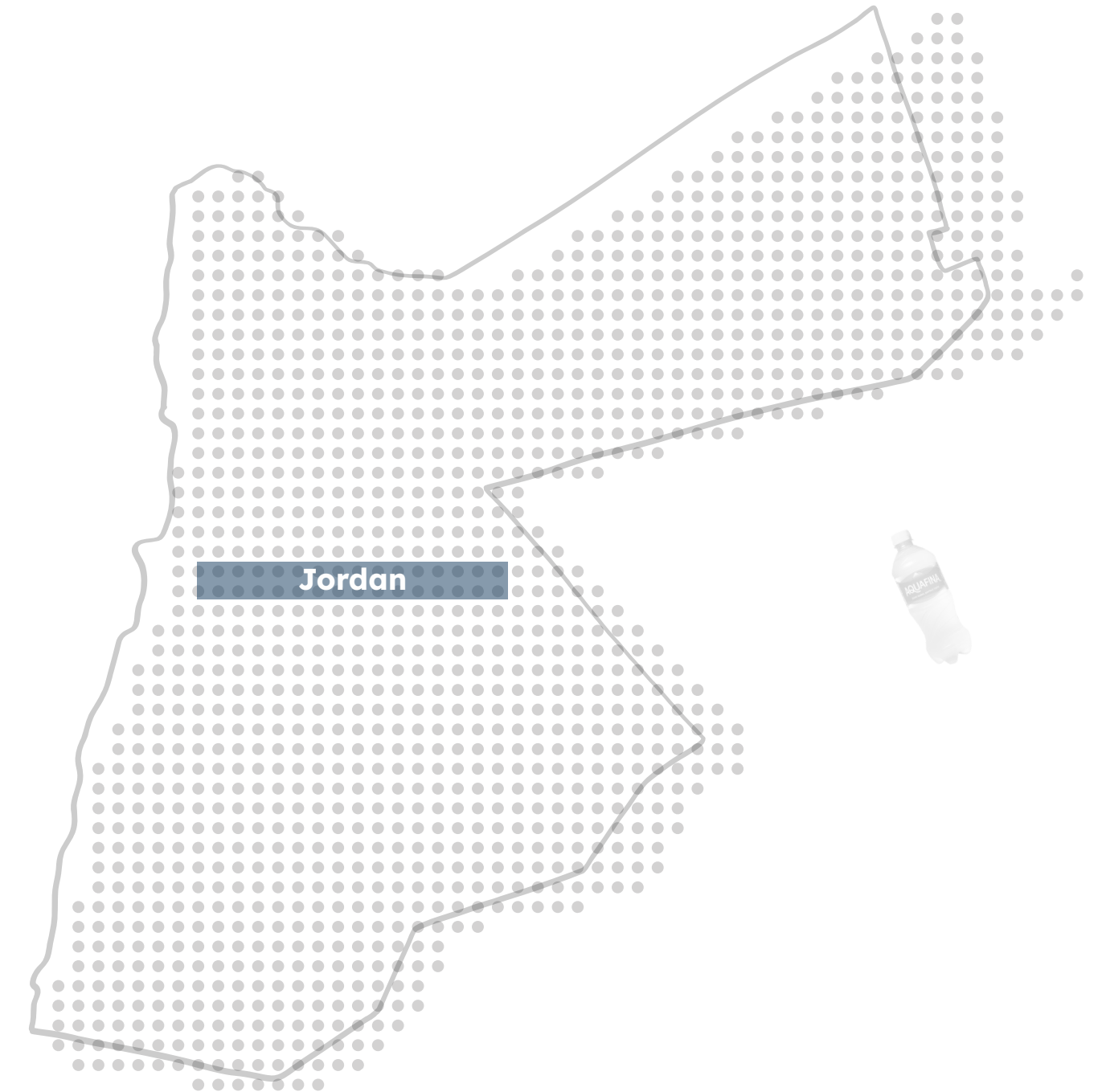
Powered by youth, Made for impact

An initiative by **PepsiCo**
Executed by **parachute16**

Youth
— **IMPACT** —
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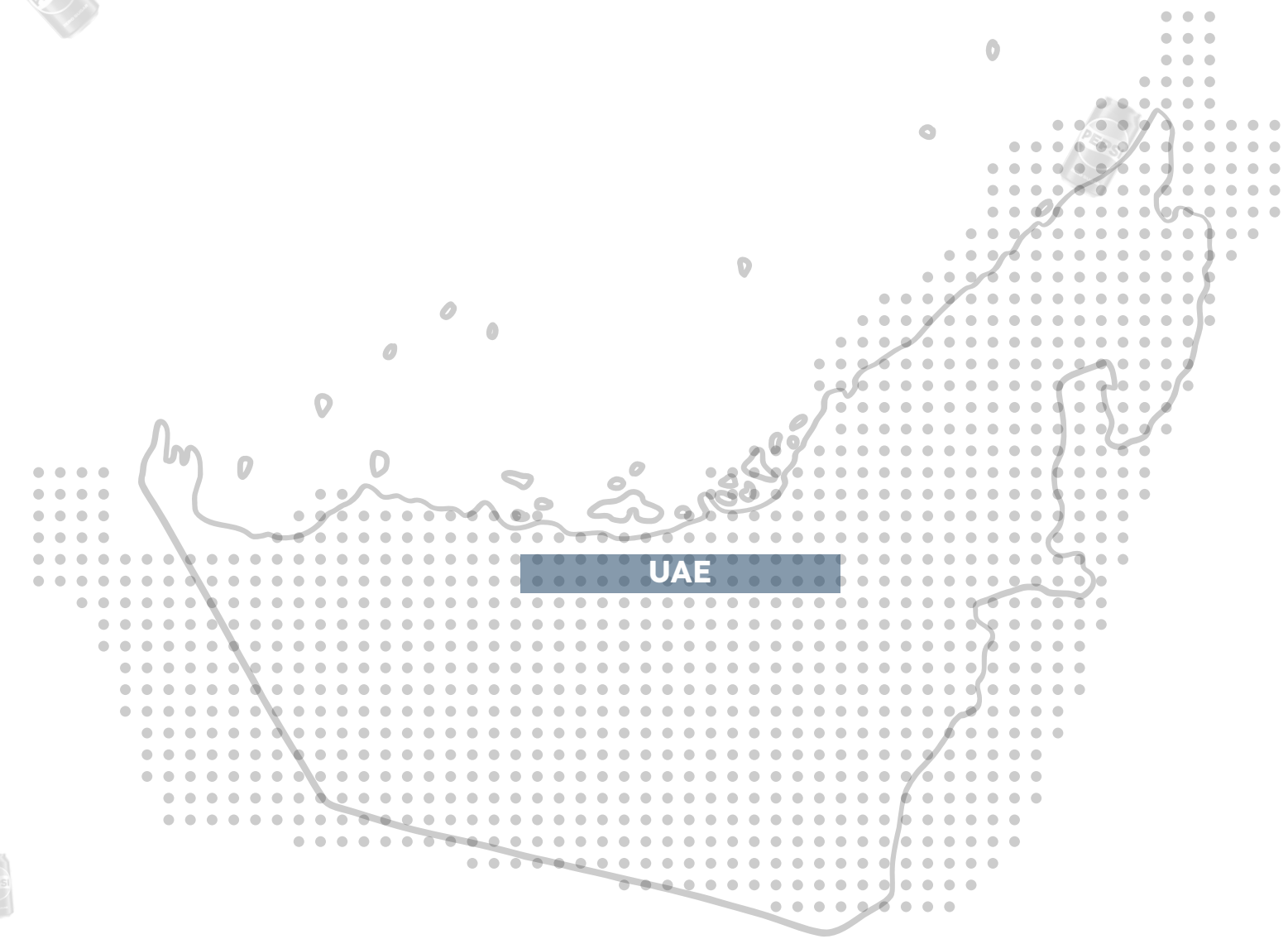
1

Challenge description per country









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Submission guide

All four country challenges follow the same submission rules, format, and timeline. Your creativity, teamwork, and clarity of thought are what matter most — so read carefully and bring your best idea to life.

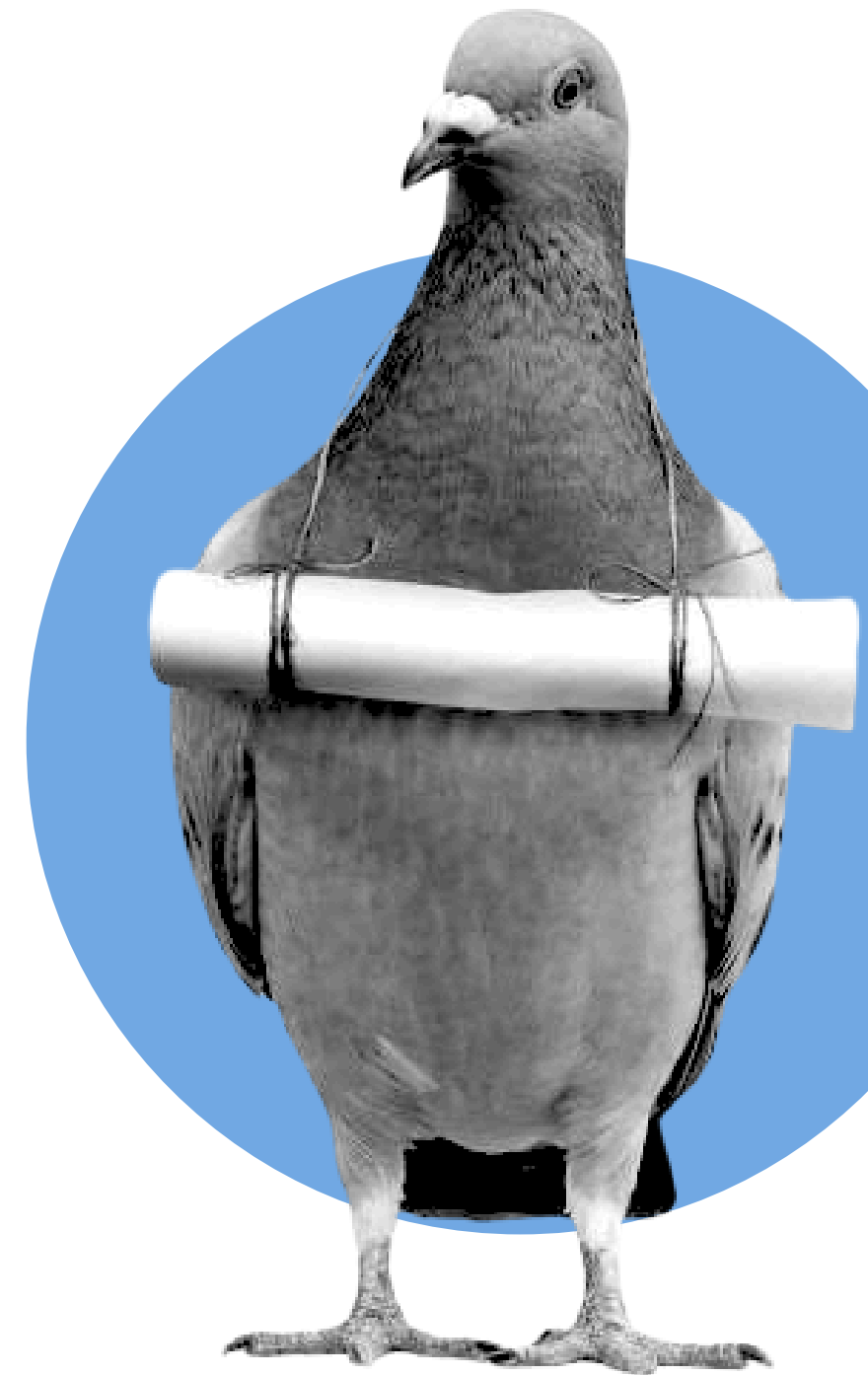
Deliverable (choose one format)

Each team must submit one original creative piece that brings their challenge to life in any one of the following formats:

1. Short Video – up to 60 seconds, vertical format (phone-shot is fine).
2. Poster / Visual Design – 1080×1350 px static or motion visual.
3. Audio / Voice Piece – up to 60 seconds, focusing on message, tone, and atmosphere.

Choose one format only — the one that best expresses your idea.
You'll also include a short caption or title (max 100 words) that summarizes your concept.

- Accepted file formats: MP4, MOV, JPG, PNG, MP3, or PDF.
- Maximum file size: 100 MB.
- One submission per team.



3

Team rules

-
- A black and white photograph of two men in a laboratory. The man in the foreground, wearing a dark suit and a leather apron, is focused on pouring liquid from a small round-bottom flask into a beaker. He is holding a document open on the lab bench with his left hand. The second man, with a mustache and wearing a suit, stands behind him, observing the process. The laboratory is densely packed with various pieces of glassware, including large round-bottom flasks, smaller bottles, and a complex apparatus with a large flask and a funnel. Several lamps with white shades are positioned around the workspace, providing illumination. In the background, shelves are filled with more bottles and equipment, creating a sense of a well-stocked scientific environment.

4

Timeline

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Evaluation criteria

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AI fair use policy

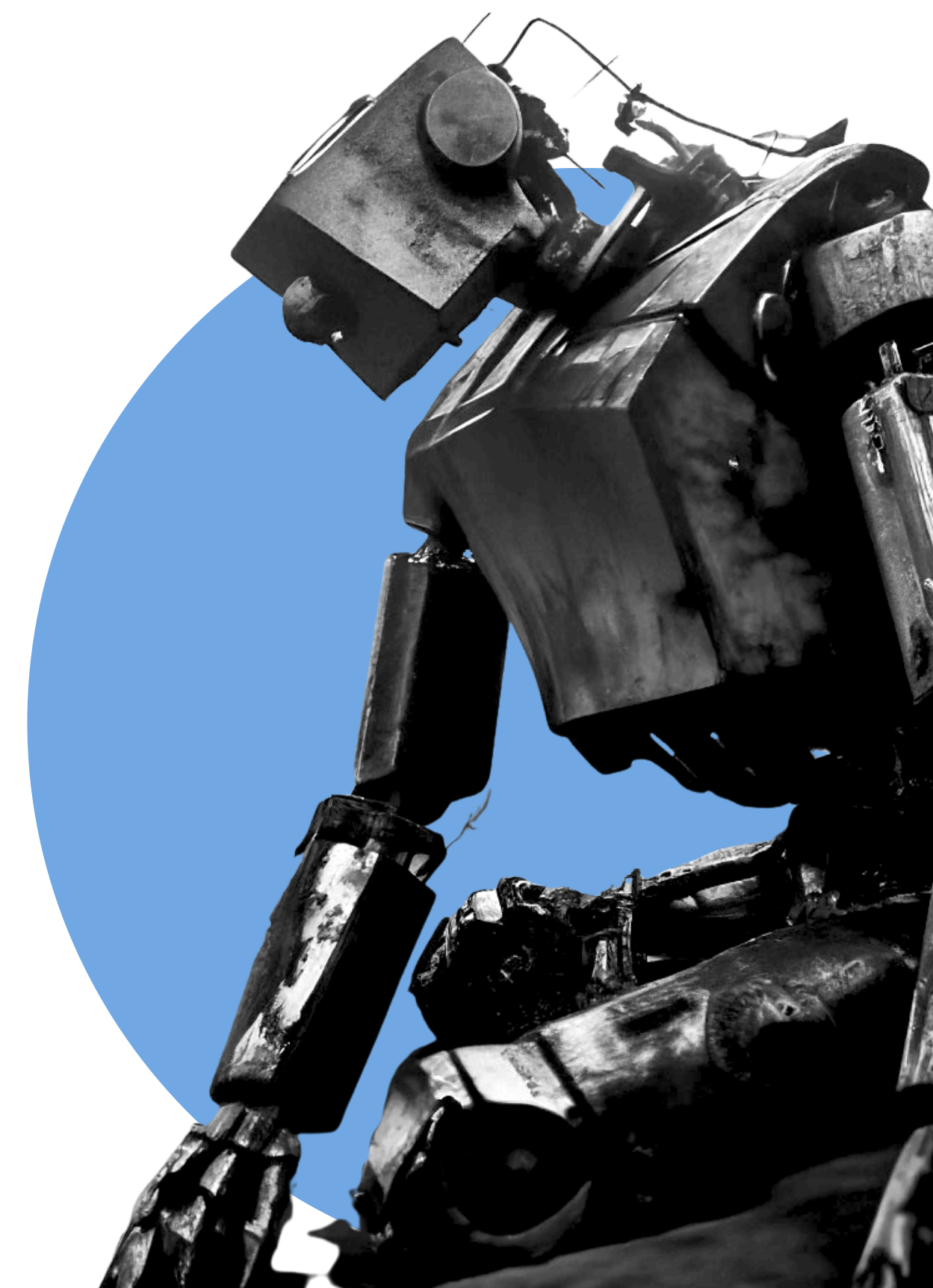
AI can be used to enhance the creative process, but final submissions must reflect genuine human ideas, originality, and judgment.

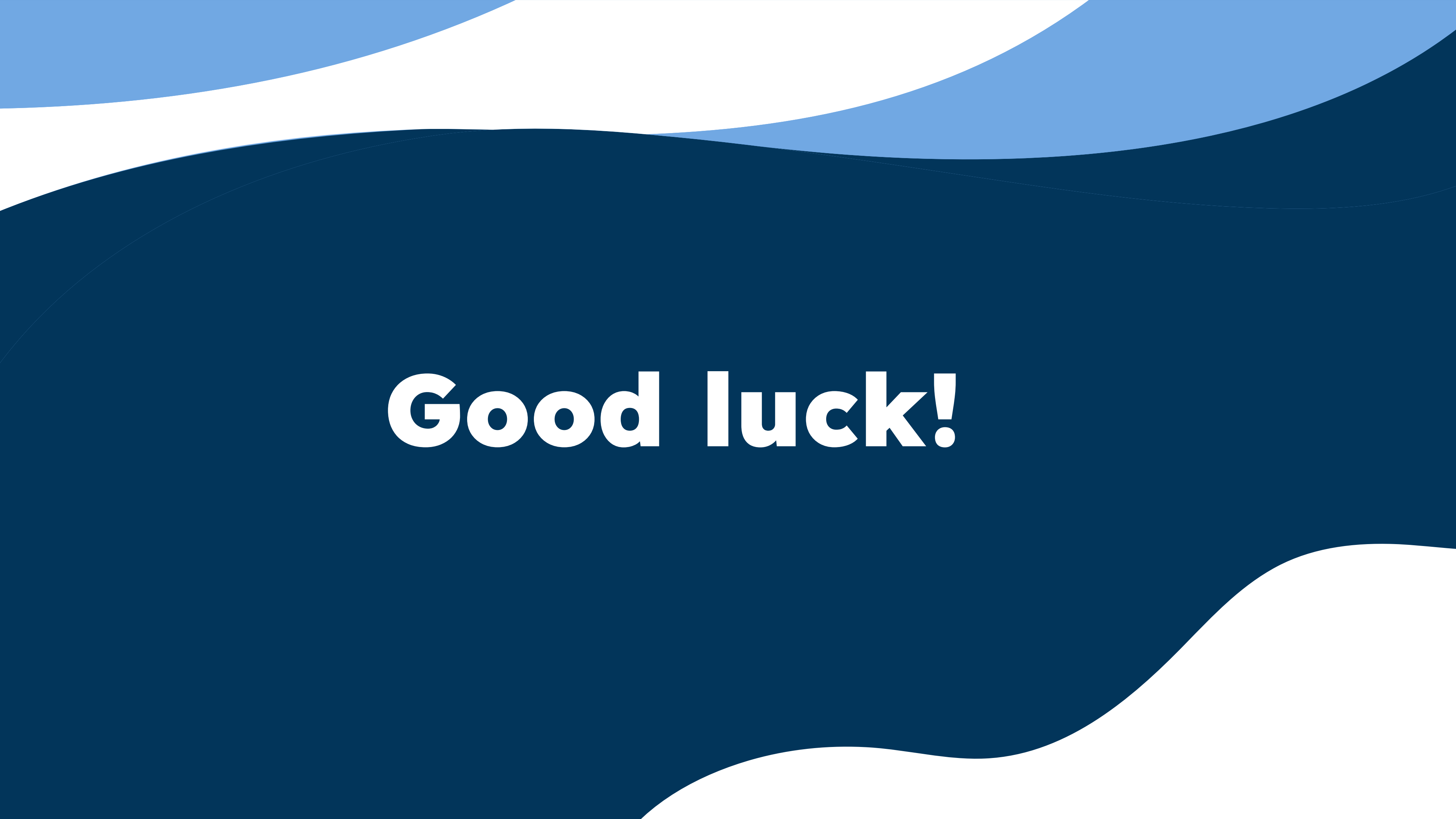
- Brainstorming & idea exploration
- Drafting scripts, captions, or outlines
- Editing support (grammar, translation, subtitles, noise reduction, color correction)
- Accessibility features (subtitles, transcripts, etc.)
- Generating supporting elements (visuals, textures, ambient sounds)

- Fully AI-generated submissions with minimal human input
- AI visuals, videos, or audio forming the core creative output
- Replicating real people, brands, logos, or public figures
- Harmful, misleading, or copyrighted AI-generated content

Participants must disclose how AI was used in the submission form.
Non-disclosure or misuse may result in disqualification.

AI can support creativity — but the idea, story, and craft must come from the participant.



The background features a large, dark blue wavy shape that dominates the lower half of the image. Above this, there are lighter blue and white wavy shapes, creating a layered, organic effect.

Good luck!