

MY LIFE IS A MOVIE. HERE'S THE TRAILER.

ERA video-cv · The Alternative School

Disciplines: Video / Visual Languages / Creative AI Usage / Editing / Emerging medias / Strategy / Sound design / Storytelling / Social media literacy / Typography

The Task: 2" video-cv

You have two minutes.

Show us who you are, what shaped you, how you think, what you create and what you could become with better access to opportunity.

This is not a story about limitations. It is a story about talent, perspective and potential.

All tools are allowed. All skills are in play. The sky is the limit.

If you choose to use AI, let us see the quality of your thinking / feeling behind it: the creativity of your prompts, your choices, your curation and the way you turn the tool into something unmistakable.

Good humour is encouraged. Bad humour, not so much.

Applications containing offensive, discriminatory, insulting or aggressive statements, whether in the video or the application letter, will not be submitted to the jury.

Deliverables on a drive link

- A maximum 2-minute video in English
- A concise CV and, where available, a selected portfolio
- A one-page letter of intent explaining your ERA context and why this opportunity would matter to you

Who can apply

- Talented people active in or aspiring to the creative economy who come from underrepresented, underserved or disadvantaged backgrounds, including those facing barriers connected to socio-economic context.
- Applicants aged 18–25 who are full-time students in their final year of study may be considered for the Roger Hatchuel Academy at Cannes Lions, subject to the official eligibility criteria.
- There is no age limit for applying to this task in order to attend TheAlternativeSchool Creative MBA FutureProofCreativity module and its follow-up events.

Selection criteria

Selection is based primarily on merit, originality, narrative quality, perspective and creative potential. The strongest eligible applications may also be considered for other international opportunities.

Inspiration & overall perspective

Explore what past generations delivered for the same task:

<https://www.youtube.com/watch?v=9MoygEDBn2c&t=1s>

Industry luminaries on Creative MBA Instagram:

Serena Abi Aaad: https://www.instagram.com/p/DQKMKMNDL7I/?img_index=1

Remus Grecu: https://www.instagram.com/p/DOd8QOiDAoo/?img_index=1

Teona Toderel: https://www.instagram.com/p/DOL5yk1jCuP/?img_index=1

Gia Energiea: https://www.instagram.com/p/DNn42rjM7W-/?img_index=1

Mircea Moroianu: https://www.instagram.com/p/DPwVpL5jMr1/?img_index=1

Past winners' journeys:

Diana Neagu: https://www.instagram.com/p/DO6NnCnDBit/?img_index=1

Vlad Sima: https://www.instagram.com/p/DOEPvFJDMww/?img_index=1

Georgiana Chitac: https://www.instagram.com/p/DOWmR1SjHYk/?img_index=1

Contacts

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