



FAKE AD CHALLENGE

# Advertise something that doesn't exist.

Invent a product nobody has ever made. Then shoot the commercial it deserves.

16:9 or 9:16 • 20–60 seconds • English

## THE CHALLENGE

# Invent it. Then sell it.

One product nobody has ever made. One commercial a real brand would have paid millions for.

It doesn't have to be real. It has to be **believable**.

WHAT TO AIM FOR

# Show what a camera **could** never shoot.



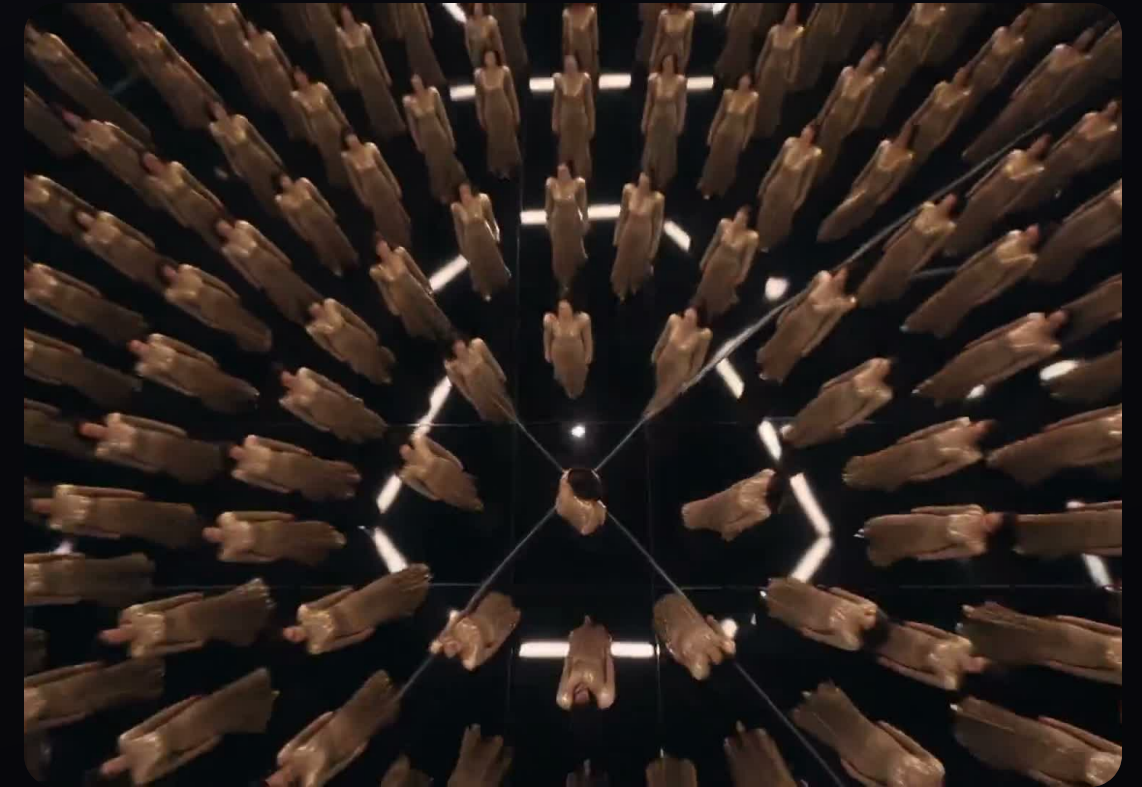
## Impossible scale

Weather, light and geography no production could ever book.



## Impossible place

A location that would cost a fortune — or doesn't exist at all.



## Impossible camera

A move no crew could rig — through walls, fire, scale, time.

THE POINT

**If a normal crew could have filmed it, you left the tool on the table.**

# Four laws of **the genre.**

**01****Commit to the lie**

Play it dead straight, start to finish. Never wink at the camera.

**02****One product, one promise**

One reason to exist. Not five features.

**03****Earn the last frame**

Everything builds to the product and the line.

**04****Survive a rewatch**

Shock lands once. Craft lands twice.

**THE TRAP**

**A funny idea shot badly is a meme. This is judged as advertising, not as comedy.**

WHERE IDEAS COME FROM

## Start with a question.

**No format list. No approved style.**

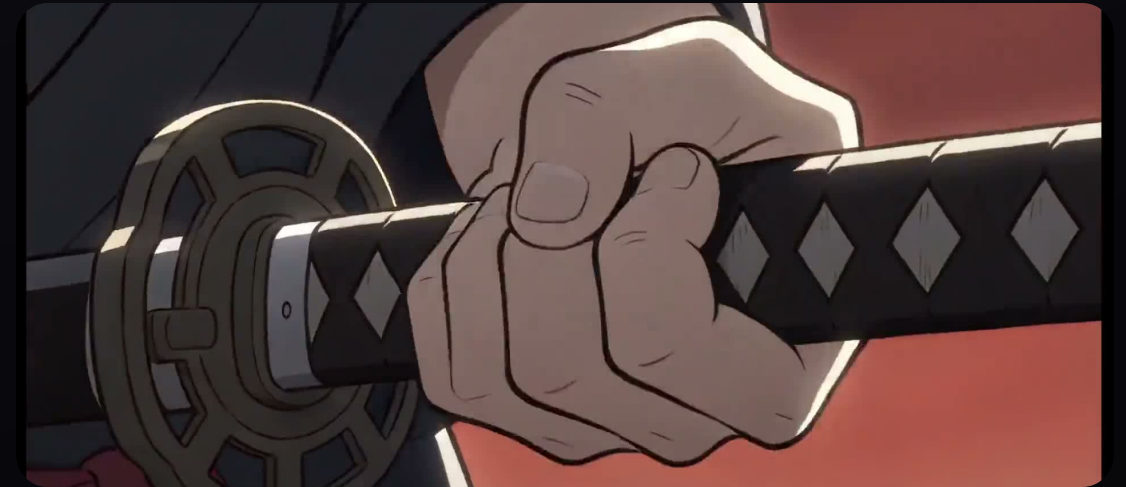
Six questions to get you moving — the best entries usually answer a seventh nobody asked.



What object should exist — but doesn't?



What's the most beautiful ad for the most worthless thing?



What happens if you sell something tiny like an epic?



What does an ordinary ad look like in the year 2140?



How was it made — a thing that was never made?



What shot would a director kill for, and no crew could rig?

## WHAT WINS

# Five questions. That's the whole panel.

**30%****Is it believable?**

No drifting logos, no melting hands, no faces that read as AI.

**25%****Is the idea fresh?**

A product worth inventing. If the joke is familiar, it isn't the idea yet.

**20%****Could it have been  
filmed?**

Scale, physics, worlds — things no crew could ever stage.

**15%****Does it sell?**

One product, one promise, one reason to want it.

**10%****Does it sound right?**

Grade, pacing and mix. Sound is half of any commercial.

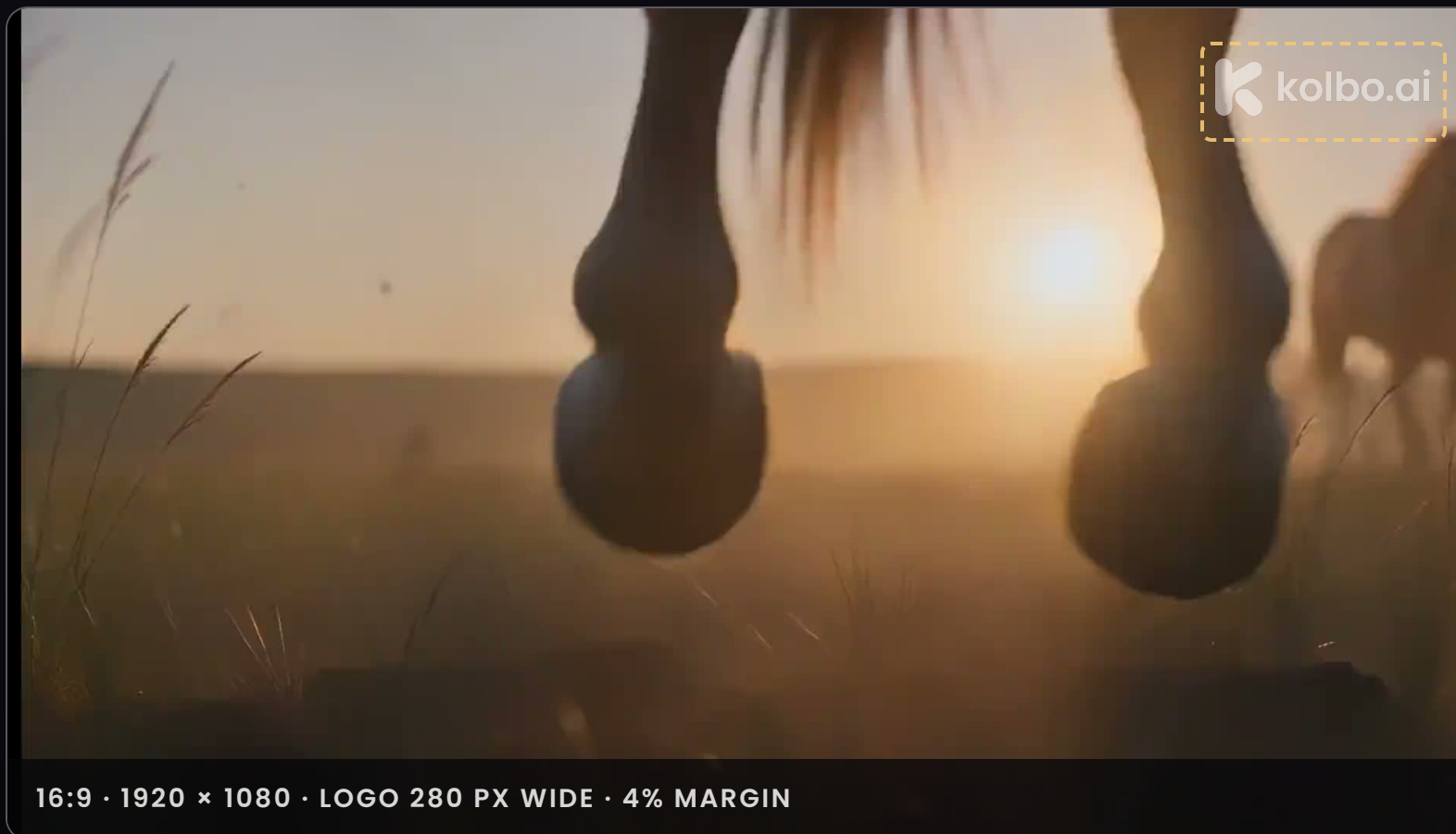
THE BAR

**Could this run in a cinema — and would anyone notice the product isn't real?**

# Top right. Always on.

An entry without the watermark is not eligible.

Logo files are in the brand kit.



## Landscape

YouTube, cinema, web



## Vertical

Reels, TikTok, Shorts

### ✓ Top-right corner

About 4% in from the top and the right edge, in either ratio.

### ✓ About 50% opacity

Readable over any shot — present, never shouting.

### ✓ Full duration

First frame to last, end card included. It never leaves.

### ✗ Never

Not bottom, not centre, not fading in and out, not behind subtitles.

NON-NEGOTIABLE

# Show this. **Never that.**

## ✓ **MUST HAVE**

- ✓ The **Kolbo.ai watermark**, top right, for the whole film
- ✓ An **invented product** with an invented name
- ✓ An **end card** — the product, its name, one line
- ✓ **Original work** you made for this challenge and own outright

## ✗ **NEVER**

- ✗ No **real brands, logos or lookalikes**
- ✗ No **real people** — celebrities, politicians, likeness or voice
- ✗ No **medical, financial or health claims**, even as satire
- ✗ No **weapons, drugs or gambling** as the product
- ✗ No **music or footage** you don't hold a licence for

### YOUR TOOLKIT

**Build it with any AI tool you like. Kolbo isn't required — the watermark is.**

#### FORMAT

**16:9 or 9:16**

#### LENGTH

**20–60 sec**

#### QUALITY

**1080p+**

#### LANGUAGE

**English**

#### TOOLS

**Any AI tool**

## BEFORE YOU SUBMIT

# Would anyone **question it?**

- ☐ Does it play as a commercial, not a clip?
- ☐ Is the product invented — and instantly clear?
- ☐ Does every frame hold up when you pause it?
- ☐ Is the watermark top right, on every single frame?

## WHERE IT GOES

Submit on **AdArena**. Post it publicly with **#FakeAdChallenge** and tag **@kolbo.ai**.

## WHAT YOU DELIVER

One finished film — **16:9 or 9:16, 20–60 seconds, 1080p or higher**, in English.

## 30% OFF CREDITS

Code **TD2026** at **Kolbo.ai**.

**The product isn't real.**  
**The ad has to be.**