

The GREAT GenAI Video Creative Challenge 2026

Introduction

The GREAT GenAI Video Creative Challenge 2026 (“the Challenge” or “this Challenge”) is organised by Great Eastern Life Assurance (Malaysia) Berhad (“Great Eastern” or “the Organiser”). The Challenge is a nationwide platform for Malaysian undergraduate students aged below twenty-eight (28) years old to showcase creative content generation using Generative AI Tools. The participants are invited to create AI-generated videos based on one (1) of the designated life awareness topics, namely “The Importance of an Insurance Coverage, Retirement Preparation or Estate Planning”. Through this Challenge, Great Eastern aims to encourage creativity, innovation, responsible AI adoption, and to promote life awareness education among young talents while providing opportunities for recognition, industry exposure, networking and talent engagement.

To participate in the Challenge, the participants are required to:

1. Select one (1) of the designated life awareness topics below:
 - The Importance of Insurance Coverage;
 - Retirement Preparation; or
 - Estate Planning
2. Develop a creative solution and transform the idea into an AI-generated video using Generative AI tools of their choice.
3. Prepare and submit through the official submission form at <https://www.greateasternlife.com/my/en/personal-insurance/rewards-and-promotions/workshops-and-events/great-genai-creative-video-challenge-form-2026.html> on or before 28 October 2026:-
 - the AI-generated video in MP4 format via Google Drive link;
 - a short write-up on AI Creation Journey & Reflection (150–300 words); and
 - required participant information.
4. Ensure the submitted Google Drive link:
 - is accessible via the "Anyone with the link can view" setting;
 - is downloadable without requiring login; and
 - remains available throughout the period between 1 October 2026 to 30 November 2026.
5. Include the participant name(s) and university name at the beginning of the submitted video.
6. All eligible entries will be reviewed and evaluated based on the judging criteria.
7. The Top Ten (10) finalists will be shortlisted and invited to participate in the Grand Finale at Menara Great Eastern, Kuala Lumpur.

8. During the Grand Finale, the finalists will present their solutions, participate in a Question and Answer session with the judging panel and compete for the Champion Grand Prize and other awards.
9. The winners will be selected by the judging panel and be announced during the Grand Finale event.

Eligibility and Requirements

- The Challenge is open to Malaysian undergraduate students who enrolled in universities or colleges in Malaysia only and aged below twenty-eight (28) years old as of the date of submission.
- The participation is open to individuals or teams. There is no maximum number of members per team and a team shall consist of Malaysian undergraduate students who are studying in the same university or college in Malaysia. Each member of a team shall comply with the eligibility requirements as stated by the Organiser. The Organiser shall have the right to disqualify the entire team if any member of a team fails to fulfill the eligibility requirements as stated by the Organiser.
- The Challenge will commence on 21st September 2026 and all submissions must be received by 28 October 2026, 11:59 PM.
- Each individual or group participant shall only participate in one (1) submission.
- The video duration shall be between three (3) to five (5) minutes only. The video may be submitted in English, Bahasa Malaysia, or Mandarin.
- The participants are required to submit a short write-up on AI Creation Journey & Reflection between 150 to 300 words either in English, Bahasa Malaysia or Chinese together with their video submission.
- The Top Ten (10) finalists will be shortlisted and invited to present their work in the Grand Finale at Menara Great Eastern. The physical attendance of the finalists in the Grand Finale at Menara Great Eastern, Kuala Lumpur is required to be eligible for the prize.

Prizes

- The prizes will be awarded to eligible participants based on the judging criteria and final evaluation conducted by the appointed judging panel of the Organiser.
- The Champion Grand Prize (individual or team) will receive the following:
 - Cash Prize of RM5,000;
 - iPad Air 8; and
 - University Educational Grant of RM10,000 for the Champion's university.
- Each remaining Top Ten (10) finalist (individual or team) will receive a **Finalist Excellence Award** comprising a cash Prize of RM1,000.
- The Organiser will contact the shortlisted finalists via the email address provided during submission for the purpose of finalist notification, arrangements for event participation, and prize redemption.
- Failure by a participant to respond within stipulated timeline for prize redemption may result in forfeiture of the prize and the Organiser reserves the right to select an alternative recipient where applicable.

Terms & Conditions

1. Eligibility of the Participant

By submitting an entry, you represent and warrant that you are eligible to participate in this Challenge and comply with all the requirements set out by the Organiser.

2. Video Submission

You are solely responsible for ensuring the lawful usage of any Generative AI tools in creating the video submission. You shall ensure that the submitted video content does not contain any unlawful, defamatory, obscene, indecent, false, misleading, menacing, discriminatory, grossly offensive, infringing and/or otherwise inappropriate material. The Organiser reserves the right to remove and/or disqualify any video submissions which are in breach of any of these Terms and Conditions and/or any applicable laws or regulations. You shall indemnify and hold harmless the Organiser, its affiliates, directors, officers, employees and/or agents from and against any third party claims, demands, actions, proceedings, losses, damages, liabilities, costs and/or expenses arising out of or in connection with your video submission, including any AI-generated content, or any breach of these Terms and Conditions, applicable laws or third-party rights.

3. Personal Data

3.1. Any personal data collected for the purposes of the Challenge will be processed in accordance with the Personal Data Protection Notice of Great Eastern Life Assurance (Malaysia) Berhad, available for viewing at:
<https://www.greateasternlife.com/my/en/personal-data-protection-notice/personal-data-protection.html>

3.2. By participating in the Challenge, you consent to the collection, use, processing and disclosure of your personal data, including but not limited to your name, bio-data or personal profile, National Registration Identity Card number, passport number, address, telephone number, email address, images, and/or any information which may identify you by the Organiser for purposes related to the administration of the Challenge, communication with the participants, judging, publicity, talent engagement and other related activities.

3.3. By participating in the Challenge, you represent and warrant that all information submitted to the Organiser is true, accurate, up to date and complete.

4. Intellectual Property Rights

4.1. By submitting an entry, you confirm that the submitted video is your original creation and that your submission does not infringe upon the copyrights, trademarks or intellectual property rights of any third party.

4.2. You retain the ownership of your original video submission. However, by participating in the Challenge, you grant the Organiser a non-exclusive and royalty-free right to reproduce, publish, display, distribute, promote, and use the submitted video, in whole or in part, for purposes relating to the Challenge, publicity, marketing, educational, recruitment and corporate communications activities.

5. Prizes

You must be physically present in the Grand Finale at Menara Great Eastern, Kuala Lumpur at your own costs to showcase your work to be eligible for the prizes. The prizes are non-transferable, non-refundable and non-exchangeable for cash unless otherwise determined by the Organiser. The Organiser reserves the right to substitute any prize with an item of equivalent value without prior notice.

6. Finality of Decision

The Organiser's decisions in all matters relating to the Challenge, judging process, judging criteria, selection of finalists, prizes and determination of winners shall be final and binding. No disputes or appeals on the Organiser's final decisions will be allowed.

7. Right to Disqualify

The Organiser reserves the right to disqualify any participant (and where applicable, to recover any prize from a prizewinner) who:

- i. Fails to meet the eligibility requirements;
- ii. Provides false or misleading information;
- iii. Submits plagiarised or infringing content;
- iv. Breaches any of these Terms and Conditions or any applicable laws; or
- v. Engages in any conduct deemed inappropriate by the Organiser.

8. Right to Amend, Suspend or Terminate

The Organiser reserves the right to amend these Terms and Conditions or to suspend, postpone, or terminate the Challenge at any time without prior notice.

9. Indemnity

By submitting an entry, you agree to indemnify and hold harmless the Organiser its affiliates, directors, officers, employees and/or agents against any claims, proceedings, liabilities, losses, damages, costs and/or expenses arising from your own misconduct, negligence, omission, breach of these Terms & Conditions or violation of any applicable laws.

10. Governing Law

These Terms and Conditions shall be governed by and construed in accordance with the laws of Malaysia.