2027 YOUNG ONES STUDENT AWARDS
CapCut

*Show people what's **beyond the 'editing and effects' label***

CHALLENGE
For years, CapCut has helped millions of people create, tell stories, experiment, and bring ideas to life. But for many, CapCut is still defined by its old label: an editing and effects tool, often seen as the last step in the creative process.

CapCut has evolved far beyond that. Today, it brings the creative process together in one place, from Generative AI and creation to editing and post-production, giving creators an end-to-end platform to bring their ideas to life.

Now, we're handing the mic to the next generation of creators.

Show the world what CapCut looks like beyond the label.

Take them from **"I already know CapCut"** to **"Wow. Actually, I didn't".**

Create an idea that challenges what people think CapCut is, reveals what it can do today, and inspires a new generation of creators to adopt CapCut across new creative and professional use cases.

AUDIENCE
Broad Target: Anyone on the globe between the ages of 16-34.

Specific Target: The exact audience is up to you. We encourage you to identify a specific group, creative community, or cultural moment where CapCut's current perception creates an interesting opportunity. It could be a particular type of creator, a passionate community, or a specific creative scenario where people would benefit from seeing CapCut differently. The more relevant and specific your audience, the more powerful the idea can be. Think beyond broad categories like "creators" or "Gen Z." Find the people, communities, or moments where changing the way people see CapCut could create a ripple effect beyond that audience.

BACKGROUND

CapCut is a global creative platform built to make creativity accessible to everyone. From first-time creators to professionals, millions of people use CapCut to experiment, express themselves, and bring their ideas to life.

At its heart, CapCut has always been about making creation possible. What started with video has grown into a much broader creative ecosystem, powered by AI and built for the way people create today.

As creativity continues to evolve, so does CapCut. We've been working with creators across filmmaking, design, VFX, animation, and other creative fields to explore what's possible when new AI tools meet human creativity. From AI-powered films and creative challenges to collaborations with professional creators and creative communities, we're seeing people use CapCut in ways that go far beyond traditional editing. We've also partnered with film and TV IPs, pop artists, and K-pop girl groups on fun, unexpected collaborations that bring CapCut into culture in new ways. **And this is only the beginning.**

Now, we want to keep pushing that evolution - and invite the next generation of creators to help shape what comes next.

CONSIDERATIONS

- **Beyond the ad:** Skip the traditional playbook. We are open to immersive content, unconventional social plays, product integrations, or entirely new formats.
- **Spark the conversation**: Bring us something contagious. We're looking for ideas that turn passive scrollers into active participants and shift the narrative around CapCut.
- **Scale the impact**: Don't just plan a single launch. Build a concept massive enough to ripple across creator networks, community trends, and offline spaces.
- **Root it in reality**: Speak directly to a community. Whether it's a specific subculture or a creative scenario, the idea must feel undeniably authentic and purpose-built for that audience.

ADDITIONAL RESOURCES/INSIGHTS

Official Social Channels

- CapCut on Instagram [LINK]
- CapCut on TikTok [LINK]
- CapCut on X [LINK]
- CapCut on LinkedIn [LINK]

Product Resources

- CapCut Video Studio [LINK]
- CapCut Design Studio [LINK]

AI Film Work

- CapCut AI Originals (Film Series) [LINK]
- Viral AI Animated Film Made with CapCut Video Studio [LINK]
- Immersive AI Film Produced by CapCut Video Studio [LINK]

Brand Assets

- CapCut Brand Assets & Guidelines [LINK]