



*You are invited to compete in the
American Advertising Federation – Louisville's
22nd Annual High School Marketing Challenge*

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HIGH SCHOOL
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challenge

HOW TO CREATE A BUDGET • SAVING FOR THE FUTURE • GETTING A LOAN FOR COLLEGE • HOW TO ESTABLISH CREDIT • CREDIT AND DEBIT CARDS HOW TO WORK • BUYING A VEHICLE • WHAT IS A CREDIT SCORE



Thank you for your interest in participating in this year's High School Marketing Challenge! Presented to you by Class Act Federal Credit Union and hosted by AAF-Louisville, this challenge provides you an opportunity to engage with professionals in the Marketing Communications industry while providing Class Act with your unique perspective on selected topics. We're excited to be working with you.

Teams will each serve as an advertising agency competing to implement a marketing plan that is aimed at evaluating and promoting Class Act's financial literacy programs. You are encouraged to utilize social media, digital media, and traditional advertising in your promotional strategy. While your plan acts as the primary deliverable, your research and feedback is equally as important.

Your group will be challenged to work together to consider these things:

- How would you like to learn about financial literacy (budgeting, spending, saving, credit, loans, etc.)
- Are there any existing financial literacy platforms that you already use? What convinced you to use that app?

- Review options that Class Act already has in place to help budget and learn about financial topics (Savings Report Card and Credit Report Card)
- What financial literacy resources, programs or incentives would increase your likeliness of choosing Class Act for your banking and financial needs?

About the Topic

Your own experiences, opinions, and feedback will be crucial, as will research on the subject. Deliverables to Class Act include (a) your research and thoughts on these topics, and (b) a marketing campaign designed to promote Financial Literacy and Class Act FCU products to students. More information will be presented in our kickoff meeting in February.

Technology is constantly evolving. The financial products we use remain the same but how we learn about them has changed. Khan Academy, Mint, Robinhood, Banzai, ZOGO, The Stock Market Game, Get a Life, Dollar Dive, The Uber Game, Payback, Financial Football and Invest Quest are just a few examples of how the gamification of learning about personal finance is continuing to expand. Class Act has the Spending Report Card and the Credit Report Card already in place, and would like to get feedback on how those compare to the other examples above (samples will be provided).

At Class Act Federal Credit Union, we are committed to bringing financial education to all of our members, young and old. To live up to this mission, we are looking for help to design the financial literacy platform of the future. Will it be one of the examples above or something

completely different? What tool would you like to use as you learn more about your finances in order to unlock your financial freedom and education?

Requirements:

- Participation in a virtual kick-off call in February
- Submission of a mid-semester check-in
- Regular meetings and consistent communication among your group
- Presentation to AAF-Louisville and Class Act
- An advisor to supervise work and meetings

To Enroll:

Entry forms are available at <https://forms.gle/xDN-rnKx4RAY9AV2D7> and must be submitted by:

Friday, February 2 at 3 PM.

All local high schools are eligible to participate with as many as four teams per school. Please email HSMC@aafloouisville.org with any questions or call our office at (502) 895.2500.

Your campaign must include the following:

- Brought to you by: Class Act Federal Credit Union
- Include: Class Act logo which will be supplied.
- Research: Each team must conduct a survey to inform the 'why' behind their campaign. Additional research tools may be used. Students must prove and showcase their collected data on audience perceptions of existing financial literacy programs and what resources or benefits their peers want from their financial institutions.
- Marketing Plan: Students must develop a cohesive strategy to target high school students and young adults based on their research. (i.e., a written plan should be submitted to judges at the in-person presentation on April 18th).

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- **Creative Elements:** Students must create advertising/marketing pieces, which can be displayed in a variety of ways.
- **Social Media Plan:** Students must develop a plan to promote their campaign via social media advertising.
- **Appeal of existing Class Act Programs:** how can these programs be more engaging with high school students? What programs and benefits would motivate students to select Class Act products over competitors?
- **Presentation Collateral:** Each team will be expected to present in person to our judges. we strongly suggest using a visual presentation program like PowerPoint or Google Slides. The presentation file must be sent to HSMC@aafloouisville.org by **Friday, April 12.**

What is the High School Marketing Challenge (HSMC)?

This is the 22nd year that AAF-Louisville has offered the High School Marketing Challenge. Teams of high school students are charged with developing a marketing solution to a stated advertising challenge. The teams' primary goal is

to develop creative and effective ways to reach and inform the target audience about the issue, all the while ensuring that the creative elements of the campaign are based on research and thoughtful decision-making.

This year, AAF-Louisville would like to work with our partner high schools to ensure students understand the importance of financial literacy and preparedness. Additionally, this serves as a forum for Class Act to receive input from students on their current financial literacy programs and how they can appeal more to their demographic.

When is the HSMC?

For the 2023-2024 school year, our event will be held in person on **Thursday, April 18, 2024.**

During the course of the semester, you'll be able to communicate with AAF-Louisville and Class Act Federal Credit Union to gain a better understanding of the challenge.

Why participate in the HSMC?

The number one reason to participate in this competition is the real-world experience and knowledge that students and teachers alike will gain. Working as a team, meeting deadlines, compromising on ideas, and being invested in the outcome will all provide valuable lessons to your students. Additional benefits include: certificates and awards presentations for winning schools (1st, 2nd and 3rd place), presentations shared on the AAF-Louisville website, digital assets from campaigns promoted through AAF-Louisville social media, and an opportunity for your students to see their solutions and creative ideas implemented by our media partners!

About AAF-Louisville

AAF-Louisville is a 400+ member trade organization for people in the advertising industry. Members include advertising agencies, web developers, public relations professionals, media, corporate marketing departments and industry suppliers such as printers and paper companies. Our mission is to support the professional enhancement of advertising and communications professionals in the Greater Louisville area through informational, educational, social, and community programs.

One of 200 local chapters of the American Advertising Federation, AAF-Louisville was named Division One Club of the Year in the American Advertising Federation's National Club Achievement Competition in 1995, 1999, 2000, 2002, 2003, 2005, 2006, 2008, 2009, 2015, 2016, and 2017.

Originally incorporated on January 30, 1908. AAF-Louisville is the area's oldest membership organization for marketing, advertising, and other communications professionals.

Our Education Committee is committed to giving students the opportunity to learn more about the advertising field.



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