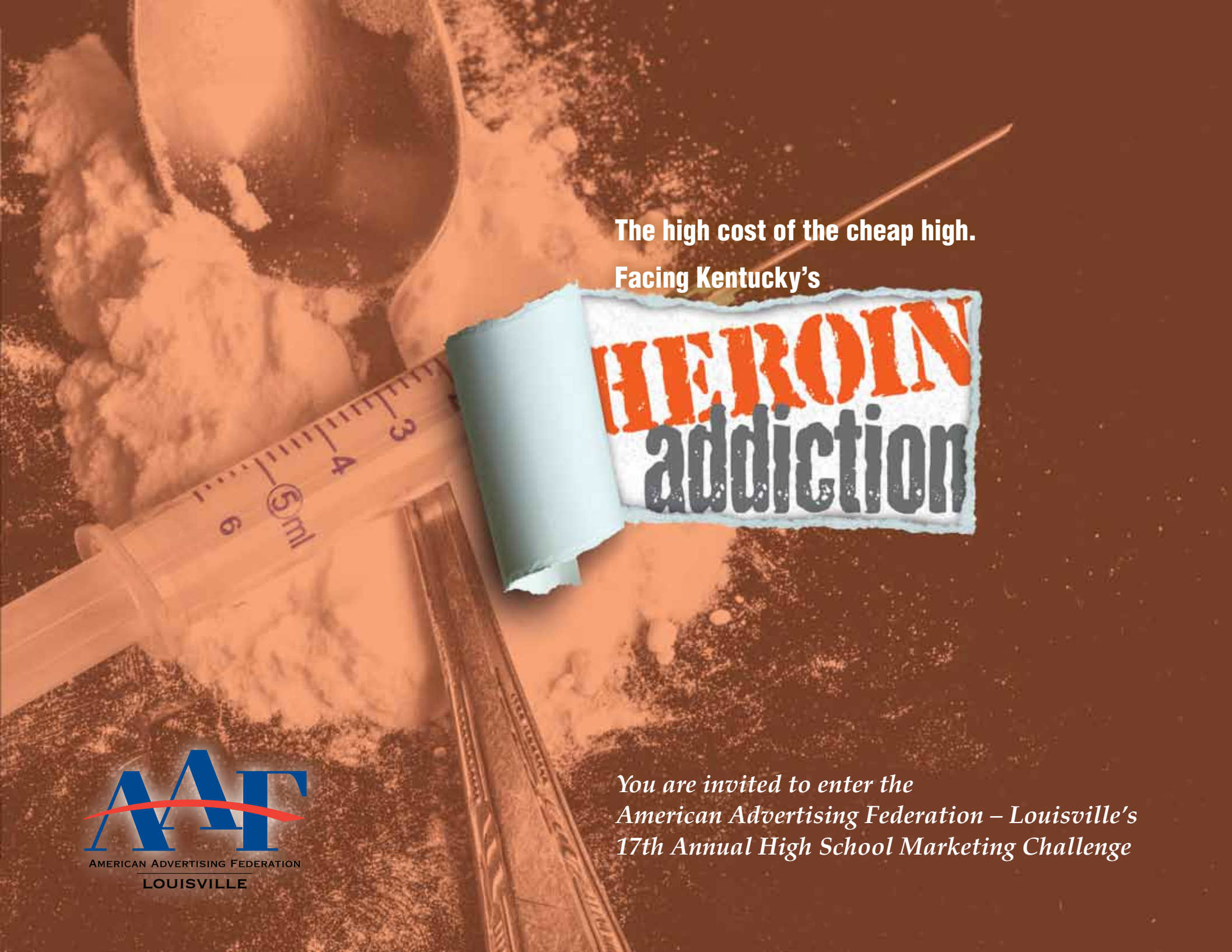

You are invited to enter the
American Advertising Federation – Louisville's
17th Annual High School Marketing Challenge

AAF
American Advertising Federation
Louisville

Attention Educators!

- **Looking for a real-world opportunity for your students?**
- **Want them to learn about advertising, marketing, and research?**
- **Do you want your students to see their creative efforts come to life?**
- **And help them engage with their peers at the same time?**

What is the High School Marketing Challenge (HSMC)?

This is the 17th year that AAF-Louisville has offered the HSMC. 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 address the heroin epidemic that has taken hold of Kentuckiana. We want you and your team to create a compelling campaign that demonstrates to teens the dangers of this drug.

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WHO

The AAF-Louisville invites you and your students to participate in the 17th Annual High School Marketing Challenge Competition.

WHEN & WHERE

HSMC Team Presentations will be held on Wednesday, November 16

Location: TBD

First team at 9:00 a.m., 15 minute presentations followed by 5 minutes of Q&A with judges, 10 minute break between teams.

WHY

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 presentation for winning schools (1st, 2nd and 3rd place), an invitation to present at an AAF-Louisville event, 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!

HOW DO WE GET STARTED?

All local high schools are eligible to participate with as many as four teams per school. Sign up today. Complete and forward the "Commitment to Participate" form to the AAF-Louisville office by email to mary@aaflouisville.org. (Note: Team names and participants may change.)

Deadline: Friday, October 21, 2016

INFORMATION

Challenge rules, criteria, guidelines and more are available by calling the AAF-Louisville offices at 502.895.2500 or by emailing mary@aaflouisville.org.

THE CHALLENGE

Kentuckiana is facing a new threat, and it isn't from the usual places. This threat is from a drug that had faded from main stream conversation until about five years ago. Now it is the drug of choice for 9 out of every 10 people seeking assistance at drug rehab facilities. With the crackdown on prescription drug abuse has come a resurgence in the popularity and usage of heroin. It's easier to gain access to, a fraction of the cost of prescription drugs like OxyContin, and also extremely addictive, as users develop a tolerance to the drug and then must increase their usage to receive the same effect. Heroin use is on the rise in rural areas as well as inner cities, and addicts will often resort to crime and risky behavior to feed their habit. However the risks associated with heroin abuse go beyond the risks from the actual drug, with street versions often containing unknown additives that lead to instant death, but also longer-term illnesses like HIV/AIDS and Hepatitis C from shared needles.

Knowing what we do about heroin, we want your team to develop an awareness campaign about the dangers of heroin, the warning signs if someone is already in trouble, and a powerful message to keep teens from even trying the drug in the first place. The risk is just too great, and their entire future is at stake.

ABOUT THE TOPIC

The issue of heroin usage is fast becoming a serious public health crisis in the U.S. - some would even call it an epidemic. What makes it even more worrisome is that, acording to the Gateway Foundation, the fastest growing age group of heroin users is under the age of 21. While also prevalent in the inner cities, usage in upper to middle class suburban and rural areas has seen a sharp increase. No area is immune. Heroin is destructive and extremely addictive and the increasing prevalence of this drug puts teens at risk to become users and addicts.

Repeated heroin use leads to tolerance, or the need to use larger amounts to obtain the same effects. What does this mean? A surge in heroin-related overdose deaths. The Centers for Disease Control reports that between 2002 and 2014, the rate of heroin-related overdose deaths more than quadrupled. The majority of deaths caused by drug overdose in these studies were found to be unintentional. Police and EMS are using Narcan, the antidote for people who have overdosed on heroin or other opioids, at a record pace - 2,136 times in the past two years in Louisville. That's almost three overdoses in the city every day.

Kentucky lawmakers have worked in recent years to try to control the heroin epidemic, increasing penalties for dealers and traffickers and improving treatment options for addicts seeking help. However heroin use prevention is crucial to controlling the epidemic.

ABOUT AAF-LOUISVILLE

AAF-Louisville is a 700+ 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 all 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 I Club of the Year in the American Advertising Federation's National Club Achievement Competition in both 2015 and 2016. Originally incorporated on January 30, 1908, today's 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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COMPETITION GUIDELINES

Your team is an advertising agency that is competing for a city-wide public awareness campaign that will help put a stop to the heroin epidemic. Create a powerful message, delivered through your choice of media, to achieve this goal.

Advertising/Marketing pieces and strategies can include, but are not limited to:

Traditional Advertising:

- Brochures
- Print ads
- Outdoor advertising/posters
- Promotional items
- Television and radio commercials

Non-traditional Advertising or Viral Marketing:

- Instant or text messaging
- E-mail and E-newsletters
- Websites and blogs
- Social media

Be creative and identify the most effective communications techniques through your research.

Your campaign must include the following:

1. Brought to you by: AAF-Louisville logo
2. **Research component** – Students must prove that they have collected data on audience perceptions within their schools or home environment. Multiple tools may be used, but one must be a survey.
3. **Awareness plan** – Students must develop a cohesive strategy to target the young adult demographic, based on their research (i.e., a written plan that shows how they are going to reach this group).
4. **Creative elements** – Students must create advertising/marketing pieces, which can be displayed in a variety of ways. Two of your components must be billboards/bus shelters and radio (Script only; execution not required).
5. **A social media plan** – Students must develop a social media plan to educate high school students about the issue.

OTHER TIPS

We suggest that you affix your components to black art boards or poster board that can easily be displayed for the judges during your presentation.

Any video presentations should be submitted on a flash drive, CD or DVD, and can be no longer than 60 seconds.

Please label each display board with your team name, your school name, the team members' names and the school phone number. Please contain all materials within one bag or envelope.

Competitors will be provided with a 6' table and access to an LCD projector and screen.

You must provide your own laptop if needed.

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COMPETITION JUDGING CRITERIA

Written Presentation:

At the beginning of your presentation please submit five copies of a written report (no more than four 8½ x 11 pages) that:

- State your project goals
- Describe technology used during the project
- List resources/references (books, experts, website, etc.)
- Clearly and concisely describe outcomes, findings, accomplishments, etc.
- Explain real world applications of the project
- Assess the value of the project from the perspective of the team members

Oral/Visual Presentation:

Your team presentation will be scored, based on your team's ability to:

- Use accurate and appropriate information, including industry jargon, etc.
- Create a visually appealing campaign that captures the attention of your target audience and has a message that supports your objectives
- Show/explain the best way to reach intended audience, based on your research
- Be neat, professional, enthusiastic and organized
- Utilize a variety of mediums (brochure, billboard, poster, TV, radio, social media, etc.)
- Clearly state an introduction, body and conclusion
- Be easily heard and understood
- Show the judges that you had fun and believe in your work!

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FREQUENTLY ASKED QUESTIONS ABOUT THE COMPETITION

Who Can Participate? All local schools (Jefferson, Shelby, Oldham, and Bullitt counties in Kentucky, and Clark and Floyd counties in Indiana) that educate pupils in grades 9-12 are eligible to participate in the competition: public, parochial, and private. Teams in the past have consisted of four students and one advisor, but you are welcome to have greater or fewer members depending on your needs. The maximum number of teams for each school is four. However, you may find that it is fun to have a greater number of teams participate within your class(es). If time permits, we suggest holding an internal run-off competition to determine which four teams would participate in our formal competition.

What Is The Challenge? Each team of students will develop a marketing solution to a stated advertising challenge. Your primary goal is to develop creative and effective ways to reach and inform your target audience about the issue, all the while ensuring that the creative elements of the campaign are based on research and thoughtful decision-making.

When Is The Competition?
The competition will take place on Wednesday, November 16. An additional competition date may be offered depending on how many teams participate. Times will be assigned at a later date, but will be scheduled during school hours.

What Are The Rules? Each campaign presentation must include a written and oral component. Competition guidelines and requirements are specified within this document. Each team of students will work on the same project. A panel of judges will make the final decision and determination of the winners.

How Do We Sign Up? Each group must present a Commitment to Participate Form (page 6) by **Friday, October 21, 2016** to: Mary Gratzer, Executive Director, AAF-Louisville, 130 St. Matthews Avenue, Suite 302, Louisville, KY, 40207, or email to: mary@aaflouisville.org. Even if student/team names change, please fill the entry form out as completely as possible to assist us in scheduling and confirm your place in the competition.

COMMITMENT TO PARTICIPATE FORM (one per team)

School _____

Team Name _____

Primary Contact/Teacher or Advisor _____

Mailing Address _____

City _____ State _____ Zip _____

Email Address _____

School Phone _____ Cell Phone _____

Number of Participants on Team _____

Students on the team:

Name	Home Address	City	State	Zip
Name	Home Address	City	State	Zip
Name	Home Address	City	State	Zip
Name	Home Address	City	State	Zip
Name	Home Address	City	State	Zip
Name	Home Address	City	State	Zip

Signature _____

Deadline to participate:
Friday, October 21, 2016

By mail:
Mary Gratzer, Executive Director
AAF – Louisville
130 St. Matthews Avenue, Ste. 302
Louisville, Kentucky 40207

By email:
mary@aaflouisville.org

SPECIAL THANKS TO

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Concept/Design:
McCAFFERTY ADVERTISING