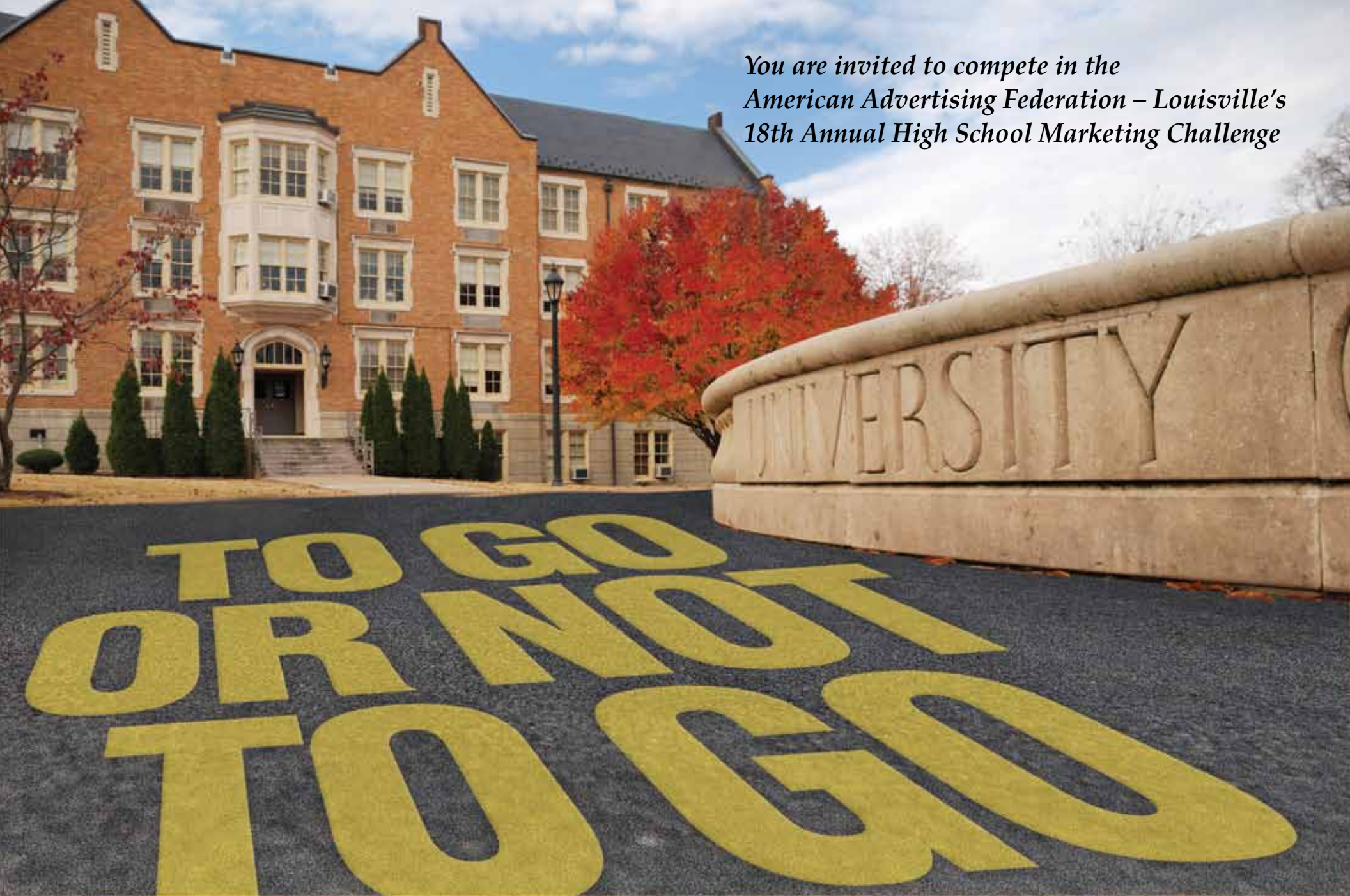


*You are invited to compete in the
American Advertising Federation – Louisville's
18th Annual High School Marketing Challenge*



**Inspiring students to pursue
a post-secondary education**





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 18th 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 decreases in student pursuit of post-secondary education. We want you and your team to create a compelling campaign that convinces students of the long-term benefits of a college education and inspires them to overcome barriers of pursuing their higher education.

WHO

The AAF-Louisville invites you and your students to participate in the 18th Annual High School Marketing Challenge Competition.

WHEN & WHERE

HSMC Team Presentations will be held on **Thursday, November 16, 2017.**

Location: Spalding University

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 allison@aafloouisville.org. (Note: Team names and participants may change.)

Deadline: Friday, October 20, 2017

INFORMATION

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



The Challenge

Have you thought about your life after high school graduation? Do you have family or friends who have decided that a four-year college isn't the right fit for them, it's too expensive, or determined they don't see value in higher education?

This year's Marketing Challenge is to create a marketing/advertising campaign that increases awareness on the benefits of a college education among high school students in the state of Kentucky. We want your team to determine why so many high school students are not choosing to pursue a four-year college degree and develop a campaign that not only reinforces the benefits of a post-secondary degree, but also inspires students to overcome common barriers that may prevent them from pursuing a college education.

It's important to create a powerful message that resonates with your audience to demonstrate the impact that a college degree can have on one's life and inspire high school students to change their outlook on a college education. The goal of the campaign should be to increase four-year degree college goers in Kentuckiana.

ABOUT THE TOPIC

The U.S. has been transformed from a manufacturing-based economy to an economy based on knowledge, and the importance of a college education today can be compared to that of a high school education forty years ago. An advanced, post-secondary degree serves as the gateway to better options and more opportunity in industries from medicine to government to public service to education and beyond.

According to the National Student Clearing House Research Center (2016), college-enrollment rates have decreased over the last few years, in spite of an increase in high school graduation rates.

There are many high schools, colleges and other organizations trying to encourage high school students to attend college, however, Kentucky remains below the national average in all "college going" categories. According to the "Workforce Participation in Kentucky," a report prepared for the Business-Education Roundtable and Kentucky Chamber in May 2017, education attainment in Kentucky trails the U.S. average:

Education Level Population (25 Yrs +)	KY	US
Some College, no degree	20.8 %	21.1%
Associate's Degree	7.5%	8.1%
Bachelor's Degree	13.1%	18.5%
Graduate or Professional Degree	9.2%	11.2%
Percent Bachelor's Degree or Higher	22.3%	29.8%

ABOUT AAF-LOUISVILLE

AAF-Louisville is a 600+ 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 2015, 2016 and 2017. 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.



Guidelines

Your team is an advertising agency that is competing to represent Spalding University, the client, and further one of its goals to reverse the decline of high school students pursuing a college degree. While this challenge is sponsored by Spalding University, the focus should be on four-year degree pursuit across Kentuckiana in general and not on selling any one specific public or private school.

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:** Spalding University 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. The survey should seek to understand barriers or reasons for why students consider not pursuing a post-secondary degree.
- 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.
- 6. In-school marketing promotion** – Students must create/incorporate a community marketing promotion component that educates their target audience about the issue of pursuing a college education (i.e., how are they going to reach students during their school day and what actions do you want them to take?) This is just the “plan.”

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.



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!

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 **Thursday, November 16, 2017**. 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 20, 2017** to: Allison Deely, AAF-Louisville, 130 St. Matthews Ave, Suite 302, Louisville, KY, 40207, or email to: allison@aafloouisville.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 20, 2017

By mail:
Allison Deely
AAF – Louisville
130 St. Matthews Avenue, Ste. 302
Louisville, Kentucky 40207

By email:
allison@aafloouisville.org



SPECIAL THANKS TO

Concept/Design:

