

# A Class Act: Attracting and Engaging Members



*You are invited to compete in the  
American Advertising Federation – Louisville's  
23rd Annual High School Marketing Challenge*

**aaf** american  
advertising  
federation  
louisville

HIGH SCHOOL  
**market!ng**  
challenge

# A Class Act: Attracting and Engaging Members

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 increasing new members, particularly at their high school branches. You're encouraged to utilize social media, digital media, and traditional advertising in your strategy for promoting this. While your plan acts as the primary deliverable, your research and feedback is equally important.

## **Your team will be challenged to work together to consider these three things:**

- How can Class Act increase traffic at their high school branch locations?
- How can Class Act convert in-person visits into new account openings?
- How can the branch staff engage with members to encourage repeat visits?

## **About the topic**

Your own experiences, opinions, and feedback will be crucial, as will research on the subject.

The deliverables to Class Act include (a) your research and thoughts on these topics, in addition to (b) a marketing campaign designed to promote Class Act's High School Branches. More information will be presented during our kickoff meeting in January.

Class Act Federal Credit Union is committed to building long-term relationships by providing exceptional products, value and service for its members. To live up to this mission, they are looking for help encouraging members to visit their high school branch locations, where the staff can provide personalized service.

Class Act wants to know what will motivate members to visit the high school branches for their banking transactions rather than utilizing online services. They are also looking for creative ways to engage with members that will lead to increased in-person visits and new account openings.

## **Requirements:**

- Participation in a virtual kick-off call on **January 13, 2025**
- Submission of a mid-semester check-in
- Regular meetings and consistent communication among your group
- Presentation to representatives from Class Act Federal Credit Union and AAF-Louisville
- An advisor to supervise work and meetings

## **To enroll:**

Entry forms are available at <https://aaflouisville.org/students/high-school-marketing-challenge/> and must be submitted by **4PM on January 13, 2025**. All local high schools can participate, with as many as four teams per school. Please email [HSMC@aaflouisville.org](mailto:HSMC@aaflouisville.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 motivators for in-person branch visits and member engagement strategies.

**Marketing Plan:** Students must develop a cohesive strategy to address the topic questions. (i.e., a written plan that shows how they will reach each of these groups).

**Creative Elements:** Students must create advertising/marketing pieces for a variety of mediums including, but not limited to print, digital, radio and video.

**Social Media Plan:** Students must develop a plan to promote their campaign via social media advertising.



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**On-site Engagement Opportunities:** Provide detailed opportunities for staff to engage with in-person branch visitors.

**Presentation Collateral:** We encourage the use of a PowerPoint presentation, Google Slides, or another form of media suited for a visual presentation.

Please note, all presentation research and written report files must be submitted to [HSMC@AAFLouisville.org](mailto:HSMC@AAFLouisville.org) by Friday, **March 7, 2025**.

## **Optional activation activity:**

Teams can put their onsite engagement plan into action for bonus points! Class Act will provide \$50 per team to help execute the onsite engagement idea. Teams must be able to provide documentation on the results of the plan, for example: staff hands out flyers with valuable information on new products, including a trackable link that provides data on how many visitors use the link to visit Class Act's website.

## **What is the High School Marketing Challenge (HSMC)?**

This is the 23rd 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 provide Class Act with tangible ideas for increasing traffic at their high school branch locations. Additionally, this serves as a forum for Class Act to receive input from students on their current services and how they can increase their appeal with members and prospective members.

## **When is the HSMC?**

For the 2024-2025 school year, our event will be held in person on **March 13th, 2025**, at Class Act Federal Credit Union's main office.

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, cash prizes 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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