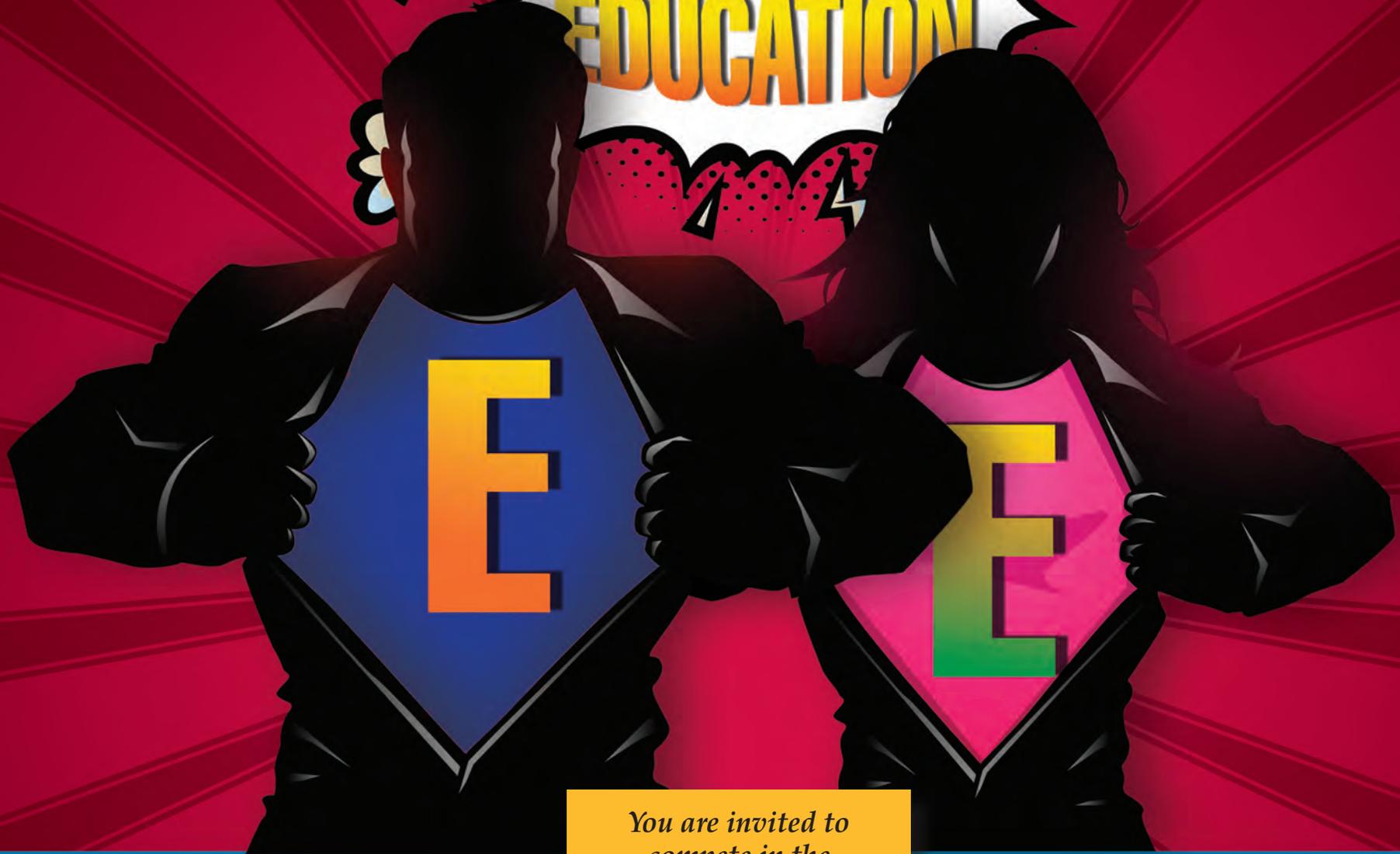


HEROES OF EDUCATION

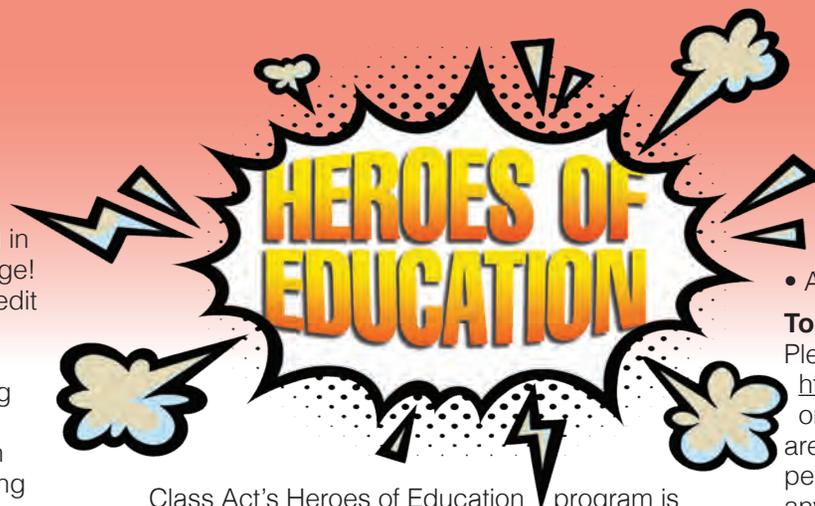


*You are invited to
compete in the
American Advertising
Federation – Louisville's
21st Annual High School
Marketing Challenge*

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advertising
federation
louisville

HIGH SCHOOL
market!ng
challenge

SPONSORED BY
Class A⁺ct
FEDERAL CREDIT UNION



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 Heroes of Education program. You are 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 are equally as important.

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

- How can Class Act make their Heroes of Education program more engaging for high school students?
- How can Heroes of Education contribute to Class Act's efforts in Corporate Social Responsibility?
- How can Class Act continue to give back to the educational community?

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 the Heroes of Education program to high school students. More information will be presented during our kickoff meeting in January.

Class Act's Heroes of Education program is named for the people who dedicate their lives to the education of children and Class Act's members. When you become a member of Class Act, you are joining us in our mission to be Heroes of Education. Every financial product and digital engagement, through the website, contributes to thousands of dollars in Heroes Grants awarded to schools. Heroes Grants can be used for anything ranging from recess equipment to enhancements of technology in the classroom.

Class Act's Heroes of Education website (heroesofeducation.org) provides a platform for schools to fundraise and share their story by engaging with their credit union, Class Act. An engagement can range from visiting a school webpage all the way to a Class Act member dedicating their home loan to a school. All these engagements earn points towards cash Heroes Grants adding up to thousands of dollars. Class Act has awarded schools \$230,000 since 2021.

Requirements:

- Participation in a virtual kick-off call on January 11 at 3p. Email HSMC@aaflouisville.org for a calendar invite.
- Submission of a mid-semester check-in
- Regular meetings and consistent communication within your group

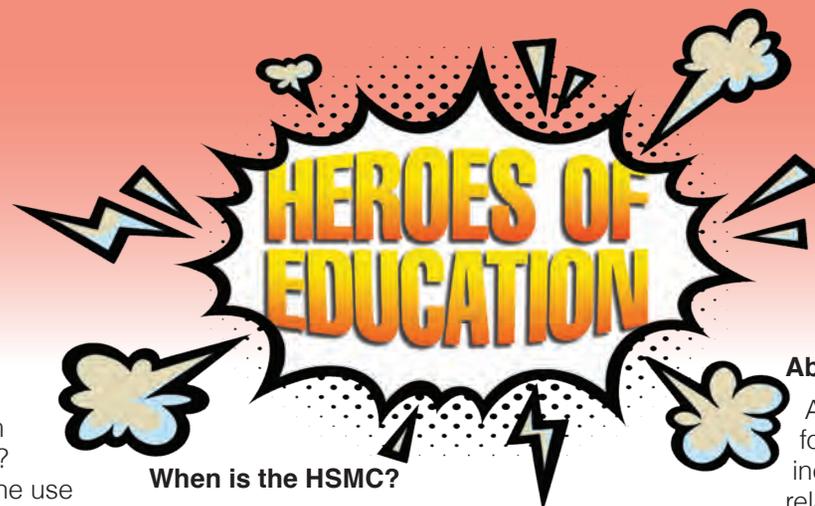
- Presentation to AAF-Louisville and Class Act
- An advisor to supervise work and meetings

To Enroll:

Please complete the form at: <https://forms.gle/Sv4nuFp2mChMrqxRA> by 11:59pm on **Friday, January 31, 2023**. All local high schools are eligible to participate with as many as four teams per school. Please email 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
- Please include their 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 they collected data on audience perceptions of the Heroes of Education program and the importance of the program to the educational community.
- 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 that shows how they are going to reach these groups).
- 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 the Heroes of Education Program: how can this program be more engaging with high



school students? Are additional items needed in terms of points, the rewards structure, and how to make the platform more engaging for a younger audience?

- Presentation Collateral: we encourage the use of a PowerPoint presentation, Prezi, short video, or another form of media suited for a virtual presentation.

What is the High School Marketing Challenge (HSMC)?

This is the 21st 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 the Heroes of Education program and how it can appeal more to their demographic.

When is the HSMC?

Beginning in January, groups will have until early April to formalize their materials and pitch. Our final presentations will be held in person on **Thursday, April 20, 2023**. The competition location and schedule will be provided closer to the date. AAF-Louisville reserves the right to move the competition to a virtual format if the health and safety conditions change. 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 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!

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.

