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*You are invited to compete in the
American Advertising Federation – Louisville's
24th Annual High School Marketing Challenge*





BRIDGING THE FINANCIAL LANGUAGE BARRIER

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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 research and develop an outreach campaign for Class Act Federal Credit Unions' multi-lingual financial services with a primary focus on Spanish-speaking community members. 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 are equally important.

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

- How do we build awareness of Class Act's multi-lingual Financial Services branch?
- How do we build trust in financial institutions across language barriers?
- How do we promote financial literacy and access to products to multi-lingual community members?

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, as well as (b) a marketing campaign designed to promote Class Act's Multilingual services.

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 creating awareness of their multi-lingual branch, especially for the Spanish-speaking community.

Class Act wants to know how they can reach prospective members to build awareness of their multilingual services. They are also looking to build trust in financial institutions and increase access to financial literacy resources for the underserved communities.

Requirements:

- Participation in a virtual kick-off call on **November 19, 2025**
- Regular check-ins with an industry mentor from AAF's Ad 2 Louisville committee
- Regular meetings and consistent communication among your HSMC school team
- An in-person presentation to AAF-Louisville and Class Act
- A teacher advisor to supervise the teams' work and meeting schedule

To enroll:

Entry forms are available at <https://aaflouisville.org/students/high-school-marketing-challenge/> and must be submitted by **4PM on October 17, 2025**. All local high schools can 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

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 customer 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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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 by Friday, **March 20, 2026**.

What is the High School Marketing Challenge (HSMC)?

This is the 24th 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 multi-lingual financial services branch location. 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 2025-2026 school year, our event will be held in person on **March 26th, 2026**, 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 300+ 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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