

Central Florida NAF

Creative Marketing Campaign Project Competition

This event is prepared ahead of time.

Purpose

This project allows students to present a creative marketing campaign. The purpose of this event is to demonstrate proficiency in putting together a creative marketing campaign and the presentation skills necessary to present to and persuade the client that this campaign will meet their goals. The teams will demonstrate their knowledge and skill by preparing a creative marketing campaign that includes a creative concept, tag line, copy (messaging) and desired audience for the campaign. Students will be judged on their understanding of the product being marketed, the audience they are marketing to, and the ability to capture the audience attention with the creative theme.

Time Allotment

10 minutes – you will have 10 minutes to present your creative marketing campaign to the judges. You will have 5 minutes to set-up, 10 minutes to present, and 5 minutes for feedback from the judges.

Deliverables Required in Creative Marketing Campaign Competition:

- A binder with the following:
 - Objective of the campaign (50 – 150 words)
 - Description of who the target audience is for the campaign and why this audience was selected (150 – 250 words)
 - Tag line for the product or service (3-10 words)
 - Creative ad can created electronically or drawn, but must be printed to include in the binder.
 - 8.5” x 10” ad – ad must include tag line and appeal to the target audience
 - Sample of campaign promoted through social media:
 - A mock Facebook post
 - A mock Instagram post
 - A mock twitter post

- Up to 10 minutes of a presentation to pitch the creative marketing campaign
 - This presentation is your sales pitch for the campaign and should include the campaign details.
 - You can make this creative to show your concept.
 - The goal of the presentation is to convince the clients to hire the team to promote their product or service using their creative marketing campaign.

Rules and Guidelines

1. Students must prepare binders with requested campaign deliverables prior to event.
2. The campaign must be catered to a target audience and provide creative that attracts that audience.
3. At Team Check-in at 8:30 a.m., each team must submit their binders that will be left with the judges with all the requested campaign deliverables.
4. Teams will report to a pre-determined location and time for their presentations.
5. Laptops or electronic presentations are permitted during presentation.
6. Posters and/or handouts are allowed.
7. Team must pitch their campaign to the judges as if they are the clients during their 10 minute presentation. The goal of the presentation is to convince the clients to hire the team to promote their product or service using their creative campaign.

Note: Teams may observe the presentations of other teams but observers are not allowed to enter/leave during a presentation or the time provided for the judges to give feedback. Observers may only enter and leave the room during the 5-minute period in which the next team sets up. Observers will be asked to leave during the Judges' Feedback for each team. Only the team being evaluated by the judges will be in the room for the Judges' Feedback.

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2018 Client Details

Client: National Watermelon Promotion Board

Website: Watermelon.org

Product or Service: Watermelons

Industry: Agriculture – Food & Beverage

Reach: U.S. and Canada

Goal for campaign: To create a new fun innovative creative marketing campaign to increase consumer demand for watermelons.

Previous marketing kits are available to review on their website.

Sample Scoring Sheet

Creative Marketing Campaign Project Competition

Team: _____ (Maximum of 100 Points)

Maximum of 10 Points (10 being excellent, 1 being poor)

- Did the team properly explain the objective of the campaign

1 2 3 4 5 6 7 8 9 10

- Did the team provide a description of who the target audience is and why this audience was selected?

1 2 3 4 5 6 7 8 9 10

- Was the target audience relevant and significant to the clients product or service?

1 2 3 4 5 6 7 8 9 10

- Did the team create a tag line for the campaign?

1 2 3 4 5 6 7 8 9 10

- Did the team provide a 8" x 11" ad for the campaign?

1 2 3 4 5 6 7 8 9 10

- Did the team include the appropriate mock social media samples for the campaign?

1 2 3 4 5 6 7 8 9 10

- Did the team provide an organized and dynamic binder for the campaign?

1 2 3 4 5 6 7 8 9 10

- How well was the overall presentation of the team in pitching their campaign?

1 2 3 4 5 6 7 8 9 10

- How fun and innovative was the overall creative campaign?

1 2 3 4 5 6 7 8 9 10

- How likely would you as the client would be to utilize this concept to market your product or service?

1 2 3 4 5 6 7 8 9 10

Total Score: _____