



Inspiring Excellence  
in Communications  
Worldwide



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IAA InterAd XII  
Global Student Competition  
Sponsored by Global Advertising Strategies  
2007-2008 Instructions and Guidelines



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## The IAA InterAd XII Global Student Competition

*Sponsored by Global Advertising Strategies*

### Instructions and Guidelines

The International Advertising Association in collaboration with Unilever invites your participation in InterAd XII.

This project is designed for IAA's Accredited Institutes worldwide plus quality universities and colleges worldwide where advertising/marketing communications subjects are taught.

This competition provides an opportunity for student advertising teams to propose comprehensive campaign recommendations for an actual client.

Note: All information contained in InterAd XII is confidential and protected by copyright.

#### **ELIGIBILITY**

IAA Accredited Institutes may enter one student team free of charge. There is no limit on the number of team members, provided each is enrolled as a student during the competition. No more than five students, however, may be listed as presenters.

Non-IAA Accredited Institutes-universities and/or colleges-may enter one team composed of currently enrolled undergraduates. The entry fee is US\$250. This amount will be credited, should the school become an IAA Accredited Institute within one year from the date of its InterAd registration. There is no limit placed on the number of team members, but no more than five may be listed as presenters.

All teams must have a faculty advisor. This individual must:

1. Ensure that the school's team(s) adheres to all InterAd XII directives.
2. Complete and return **InterAd XII Registration Form** to IAA by the **December 17, 2007 deadline**.
3. See that the school's entry is submitted in proper form by the **February 4, 2008 deadline**.
4. Oversee the distribution of *InterAd XII Certificates* for her/his student participants.

Schools should send payment, in US\$ and drawn on a US bank, on/or before the December 17, 2007 registration deadline to:

IAA Education Program, InterAd Registration  
275 Madison Avenue, Suite 2102  
New York, NY 10016

or via wire transfer to:  
IAA InterAd c/o IAA Education Program Inc.  
A/C #34881918 citius33



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Citibank N.A.  
330 Madison Avenue  
New York, NY 10017

Note: All participating schools must assume responsibility for expenses associated with their participation. Schools and team members may not solicit money from Unilever or its affiliates, or Global Advertising Strategies. A team may, however, approach local sources for help in covering their costs.

### ADDRESSING THE ASSIGNMENT

The InterAd XII case assignment is appropriate for credit courses or as a volunteer student club project---provided that all team members are registered for undergraduate classes at the time of the competition. Re the former, the project can either serve as the major component of an advertising/marketing communications strategy or campaigns course--in this regard the instructor/advisor may wish to initially conduct an intramural competition--submitting the winning team's recommendations as the school's entry; or as an independent (group) project.

InterAd XII is a student competition and students are expected to do their own work. Participants may not contact the client or its affiliated agencies, Global Advertising Strategies, Inc., or obtain guidance and counsel from advertising/marketing professionals.

Collaboration with other schools is not permitted. In other words, students from one school cannot do the research and ask another school to develop the creative. A team may not hire, appoint, or designate any person, agency, or company to create any aspect of the project.

Each team's academic advisor may work with students as they would in a normal classroom teaching environment or student club advisory relationship. Team members must perform all work.

### MANDATE

InterAd XII requires that participating teams clearly address the assigned task. Failure to do so will incur penalties adversely affecting yours team's score.

Each team should conduct a situation analysis, identify target audiences, propose strategy, and develop comprehensive campaign recommendations -- including proposed creative executions, media schedules, and imaginative 'below the line' recommendations -- for the period: July 1, 2008 through June 30, 2009. All proposed expenditures should be fully justified. The proposal should also illustrate how the proposed campaign recommendations would be measured.

### PLANS BOOK AND PRESENTATION

The InterAd XII assignment requires participating students to:

1. Prepare and submit a Plans Book, and
2. Develop and submit a Power Point presentation
3. **Excepting** schools where English is the first language, the school's team is encouraged to submit a supplemental one to two pages "Proposal Summary" in their native

language. This summary is in addition to the Plans Book, and should include both the team's name and the school's name.

Both the Plans Book and presentation must be prepared in **English**; however, creative examples can be shown in the appropriate native language, with accompanying English translation.

All components should be prepared and submitted electronically as a PDF file and either post it online or email to [nubia.martinez@iaaglobal.org](mailto:nubia.martinez@iaaglobal.org).

**Plans Book:** The Plans Book, along with the "Proposal Summary" represents sixty percent (60%) of the team's overall score.

The plans book is limited to thirty (30) sides plus a front and back cover. It should be produced and saved as an Adobe PDF and set for standard A4 or 8.5x11 paper.

The outside front Plans Book cover must include:

- Team Name
- School Name

The inside front Plans Book cover must include:

- Team Name
- School Name
- Website Address
- Faculty Advisor(s) Name, Address, Phone, and E-mail
- A List of all team members, with the five (5) presenters clearly designated; include the names of the school's students who actually participated in the project
- Optional: The team may acknowledge financial contributors

The Plans Book should incorporate the team's complete proposal. This ordinarily includes:

- an Executive Summary - no more than one page
- table of contents
- market parameters
- prioritized objectives
- proposed strategies and tactics—showing samples of creative work
- budget allocations
- suitable measures for assessing the proposed campaign's success.

Both content and style are important. Unilever is interested in your ideas—strategies and tactics.

The Plans Book should be logical and internally consistent. It should flow smoothly from beginning to end. Do not restate the case; make certain that you have fully addressed the assignment. Check to make sure there are no gaps between sections; and that you have eliminated redundancies. Edit and proof read carefully prior to submission.

**PowerPoint Presentation:** The Power Point presentation represents forty (40%) of the team's overall score.

- The presentation should be produced as a PDF file.
- The presentation is limited to twenty (20) slides.

The presentation should capture the highlights of your recommendations. It should be compelling and convince the client that the proposal is on target, on strategy, and within budget. It should clearly demonstrate that the team's proposed efforts would produce the desired results.

**Use of Logo and Trademarks:** You may use the Axe brand logo only for the purpose of completing the assignment. The logo is attached.

**Suggestions for a Productive Team Effort:** The following points may be helpful as you begin working on the InterAd project:

1. Read the case carefully; make certain that you and your team mates understand the assignment.
2. Organize the effort: Build a team -- include position descriptions, assign responsibilities, and elect a leader. Work as a team -- agree to discuss, and then support one another's efforts.
3. Develop/follow a Work-flow Plan. This will better ensure that the project will be completed by the **final February 4, 2008 deadline**. Work effectively and efficiently. Communicate and share your ideas with one another both directly and through e-mail. Meet often, keep track of progress, and set next steps. Do not fall behind—employ electronic technology to conserve time. And remember, sound strategies drive great tactics.

If you have questions, re-visit the case; and if still unclear consult with the team advisor. If these options fail, then [send a message](#) to [nubia.martinez@iaaglobal.org](mailto:nubia.martinez@iaaglobal.org).

### **INTERAD XII DEADLINES**

- Carefully edit and proof read both the Plans Book and presentation prior to submission.
- **Registration deadline December 17, 2007.**
- **Entries** must be received by IAA's World Service Center by **February 4, 2008**.
- Late entries will **not** be accepted.
- Produce your Plans Book and Power Point presentation as separate PDF files. Be sure to include team name and school affiliation on the first page and post it online or e-mail to [nubia.martinez@iaaglobal.org](mailto:nubia.martinez@iaaglobal.org).

### **SUBMITTED MATERIALS**

The team's Plans Book and accompanying presentation will be distributed to Global and Unilever, who will be free to use these materials and the ideas contained therein (subject to any trademark or proprietary issues with Unilever) without further compensation.

Note: Team members should keep several copies of their completed work. Both the plans book and presentations provide excellent examples of a student's capabilities in producing a comprehensive project. (Previous IAA InterAd participants have received job offers after showing their work to a prospective employer).



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## JUDGING

InterAd XII projects will initially be judged at the regional level, and then globally.

**Regional:** Experienced marketing communications professionals residing within the region and familiar with the project will review and rank each team's entry. The results will be tallied to select Regional Champions.

**Global:** All regional winners will advance to the World Competition. This will be judged by senior professionals selected by the IAA.

Judges' decisions are final. Once the competition has been concluded, IAA will post the results, and e-mail each team's advisor a summary of the team's score.

## PRIZES (Awards)

All InterAd XII participants, and their advisor, will receive personalized IAA *InterAd Certificates*.

Regional Winners and Runner-Ups will receive a plaque [one per team], with a certificate for each of the team members.

The World Champion will receive the InterAd Trophy, and a travel allowance of up to US\$7,500 enabling the presentation of their award winning recommendations at the 41<sup>st</sup> IAA World Congress (Washington DC, April 6-9 2008).

## REGISTRATION FORM

Be sure to register on/or before the **December 17, 2007 registration deadline**. Complete and return the attached registration form to [Nubia Martinez](#) -- [nubia.martinez@iaaglobal.org](mailto:nubia.martinez@iaaglobal.org) at IAA's World Service Center.