

Preface

In addition to hands-on advertising experience, the AEAC/Cossette Student Advertising Competition (ACSA) gives you an opportunity to relate your strong, personal values to your chosen career. When you enter the ACSA, you become part of a select group of faculty and students who are fiercely competitive but aspire to the highest principles of conduct.

Ethi

All submission must be the work of the students on the team, and only their work. No input on your strategies and plans, your plan book or your creative is allowed from any other source, including any faculty, full or part-time at your college or any other college, university or post-secondary institution, and any professional who is or has ever worked in the marketing communications business.

Ethics—those high principles—are more than rules. These high principles tell each of us what we should or should not do. Your own sense of right and wrong tells you that you should not borrow someone else's idea and represent it as your own. It is a matter of personal integrity. Cossette relies on participants for a deep commitment to what is right. That commitment to fair play is essential in preparing the campaign and in presenting it, and it is just as important after the scores are tallied and the winners are announced. Adherence to high principles is imperative in the classroom and later in the advertising workplace.

Cossette puts you in competition with talented students from colleges across Ontario. But, just as importantly, Cossette puts you on your honour.

Suggestions for Writing a Powerful Plans Book

1. Keep long sentences to a minimum. Remember advertising/marketing reports are usually written in a short paragraph and bulleted format.
2. Avoid using a small typeface. Avoid anything that makes your plans book difficult to read.
3. Avoid repeating major sections of information from the case study and avoid repeating previously stated ideas.
4. Remember that strategic thinking is critical. Avoid writing only about tactics, as good tactics flow from strong strategies.

Contacting Us

Please e-mail any questions you may have to submissions@cossette.com or have your coach do so.

Purpose

This competition provides undergraduate advertising students with a realistic problem that can be solved through team effort, knowledge and creativity. It is intended to demonstrate the effectiveness of advertising education. The purpose of this Policies and Procedures statement is to ensure, to the greatest extent possible, a fair and equal competition experience for all students.

Competition Rules, Penalties and Procedures

These rules, penalties and procedures cover the 2010 competition. Any rules, penalties and procedures from previous years do not necessarily apply.

Part 1: Disqualifying Rules

1.01 Students must not receive advice, critiques or additional assistance in the development of the project or the presentation from any professional. All layouts, storyboards, sales promotion pieces, public relations pieces, retail displays, package designs, television commercials, radio commercials, print advertisements and other creative work must be conceptualized, designed and executed by students.

Students may not use any existing client's creative in the creative part of their presentation. Students may use any existing professional clip art, music, photos and video in any part of their presentation, including the creative section. Any part of your presentation may be recorded using audio or videotape. You may use any recording and A/V engineering facilities.

1.02 Graduate students or students who already have a four-year college degree in any discipline must not work on this project *unless* they are enrolled in an Advertising or Graphic Design program in Canada during the time of the competition.

1.03 Each presentation team must have no more than six undergraduate students who are enrolled as full time students in an Advertising or Graphic Design program at an Ontario College as of January 12, 2010. Only a member of your student presentation team may speak, operate audio or visual equipment or handle displays during the campaign presentation. Even if a student does nothing except operate equipment or handle displays, that student **MUST** be counted as one of the six presentation team members. Students who have earned a four-year degree of any kind must not be members of your presentation team unless they are enrolled in an advertising and/or graphic design program at your college. Students who are not on the presentation team may not signal, speak, move around the presentation room or wear costumes.

1.04 One printed copy of your plans book and a CD that includes an electronic copy of your plans book in a PDF format must be sent to:

Kim Sweetman
Cossette
502 King Street West
Toronto, ON
M5V 1L7

All 5 printed copies of your plans books and the CD must be received via courier by 5:00 pm 4 weeks following the briefing date. Hand deliveries will only be accepted from commercial delivery services. All copies of the plans book must be identical.

1.05 Each college entering the competition must declare their intent to participate by e-mailing, faxing or postmarking and mailing the Intent to Participate form by January 09, 2010.

1.06 Teams must maintain documentation to verify that the AEAC Competition coordinator received the Intent to Participate Form by the stated deadline.

Part 2: Penalties

2.01 Your plans book must be limited to 32 pages of 8.5 x 11 inch paper (e.g. 32 pages one side, 16 pages both sides, including any mix of no more than 32 sides). Your plans book cannot include any additional electronic pages. All inside pages must be numbered. If you don't number the pages, the coordinator will number them for you. Any pages beyond the allotted 32 will be removed.

2.02 Plans book pages must be 8.5 x 11 inches; foldouts are permitted. Please see the plans book score sheet for suggested content, including an executive summary. The plans book can be prepared and copied by any method. Color may be used with any available process for color reproduction.

2.03 Plans books must have a front and back cover with your college's entire, unabbreviated name on the front cover. You may put anything you want on the inside and the outside of the front and back covers. Covers do not count as part of the 32-page limit. You may bind your plans book using any method, but if you use a ring binder, please use one that has a spine that is no more than one-inch wide.

Part 3 - Competition Structure

3.06 One faculty person, who will be your advisor of record, must accompany your team to the competition.

3.07 During the preparation of the campaign, if you have questions of any nature about the rules or about the case study, direct them to submissions@cossette.com. A Cossette agency sponsor will be available for two question periods. Only the selected leader of each group can contact the sponsor (details regarding availability and contact information will be provided on the briefing day). Clarification memos will be distributed periodically to address written questions submitted by colleges and will only address questions concerning the case study. Questions regarding Policies and Procedures will be handled directly with the individual college. No college

official or any AEAC official may make a rules or case study interpretation except the AEAC Competition Coordinator.

3:08 Practitioners in advertising, other disciplines in marketing, media, research or some combination will judge the competition. No person whose basic occupation is in education will judge.

3.09 During the judge's caucus, the panel considers the final plans book and presentation score sheets, reflects on the work of all of the teams and determines first- through fourth-place winners.

Part 4 - Competition Eligibility

4.01 Only one team from each college may enter.

Part 5 - Outside Sources

5.01 Students must not contact the sponsoring company, its advertising agency or any companies specifically highlighted by the sponsor. Any communication will be limited to the Cossette sponsor within the two allotted question periods.

5.02 You may do any primary research anywhere you wish. However, you should adhere to your college's guidelines regarding conducting primary research with human subjects. Remember that colleges are not allowed to have professionals critique their work. However, contacting media companies and/or agencies for research to understand the audience and/or product is allowed.

5.04 You may use any music (live, recorded, original songs, jingles, etc.) you wish in any part of your presentation. Costs associated with the use of copyrighted music should be included in your budget.

5.05 If you need sound effects for your presentation or advertising, you may use any prerecorded material.

Part 6 - Campaign Presentation

6.01 Presentations will be limited to exactly 20 minutes. Timers will start the timing when music begins, when the first slide (other than a logo) appears or when a presenter begins speaking, and will stop you when you reach the 20-minute mark, no matter where you are in your presentation. The timekeeper is the official keeper of time, and no other record of time will be acknowledged. Team members may request the timekeeper to give them a one- or two-minute warning. The timekeeper is the only person who may signal the official time remaining during the presentation. Time lost for medical reasons or during repair of any equipment failure will not be charged against your team. This applies whether it is your equipment or equipment furnished at the district or national competition. Only a member of the presentation team may call a time-out and only for equipment failure or a medical emergency. The limit for timeouts will be 15 minutes, after which time the presentation may be rescheduled as long as it still occurs within the course of the current competition being held.

6.02 Each college should provide 8 copies of a reminder sheet for the judges. This reminder sheet should be flat and one-sided, 8.5 x 11 inches. The reminder sheet may include the team's tagline, salient points of the campaign, photo of the presentation team and name of the team. The reminder sheets should be given to the competition coordinator before the competition. Do not give the judges your reminder sheets before, during or after your presentation. The coordinator will give the judges the team's reminder sheets.

6.03 Each college must bring a Flash Drive containing its A/V presentation.

6.04 Your faculty advisor or any student from your team may assist you in setting up before your presentation. During a called time-out due to A/V failure, anyone may assist the professional A/V technician if s/he wishes.

6.05 If you submit anything to the judges during your presentation, you must collect it after your Question and Answer Session. If you do not collect your materials, they will be thrown away.

6.06 Only the team members and the faculty advisor may be in the presentation room during their presentation.

6.08 No presentation of any aspect of the campaign may be made to any group or individual other than your own college's faculty and students.

Part 7 - Question and Answer Session

7.01 After your presentation there will be a 10-minute Question and Answer Session. Timers will stop you at the 10-minute mark. During the Q&A, only the presenting team members and the judges may enter the discussion. However, all team members may move in front of the judges. The six presenters may call on other team members to answer questions, if necessary, but only students may answer questions. No one should signal any student or assist in answering the questions.

Part 8 – Equipment

8.01 At the competition, you will be provided with the following:

1. One LCD monitor.
2. Lecterns
3. Tables and chairs
4. Two easels
5. DVD player and audio system.

Students will have to bring their own computer equipment (hardware and software). Cossette will provide one computer projection device that will be Macintosh and IBM compatible given a standard video port.

Part 9 – Scoring

9.01 When considering the areas to develop in your campaign read the case study and score sheets carefully for specific guidance. The case assignment will be clearly reflected in the score sheets.

9.02 Score sheets for the competition will be prepared by the AEAC with Cossette and will be distributed by AEAC. You should refer to the score sheets for guidance on how the different parts of your campaign will be weighted.

9.03 Points awarded each campaign are based on a combination of plans book, presentation and questions and answers.

9.04 Your advisor will be informed of your team's ranking and will also be told the total number of points awarded the other competing teams. All materials will be returned within two weeks.

Part 10 - Awards and Compensation Release

10.01 At the competition, all students will receive certificates for participation and may receive plaques or other prizes (e.g., first- through fourth-place teams).

10.02 Following the competition, first-, second-, third- and fourth-place teams will be announced. These four teams receive awards for their colleges.

10.03 Additional prizes and awards may be given at the discretion of the sponsoring company.

10.04 By entering the competition all participants, students and advisors agree that all ideas expressed in written or presentation form become the property of the sponsoring company for any use whatsoever, without compensation of any sort to any person.

10.05 Cossette will award at least 4 internships following the competition. These individuals will be handpicked by Cossette from any of the participating groups.

INTENT TO PARTICIPATE & ACKNOWLEDGMENT OF POLICIES AND PROCEDURES

This acknowledgment form is to be completed by the faculty advisor and returned no later than January 05, 2010.

I have read and understand the Policies and Procedures of the 2010 AEAC/Cossette competition and I understand that I may request, in writing, interpretations or rulings concerning the 2010 case study.

University/college

Advisor's name (please print)

Advisor's e-mail

Advisor's signature

Date

E-mail by January 05, 2010 to submissions@cossette.com.

Note: If you have already sent this to Professor Olszewski, please send again to the above e-mail address.

Plans Book Score Sheet

Judges:

Please look for the following achievements. Score each section from 1–10 with 10 being the highest. Write your scores in the right column. Write any comments on the reverse side of this page only. Constructive comments are encouraged; they help the students. PLEASE DO NOT WRITE COMMENTS ON THIS SIDE BECAUSE TEAMS WILL NOT SEE THEM.

Judges: Write your scores in this column.

9–10 = Superior

7–8 = Very Good

5–6 = Satisfactory

3–4 = Unsatisfactory

1–2 = Unacceptable

CREATIVE (35% of plans book score)

- Clearly defined creative brief – using Cossette template
- Emphasizes creative ideas and thinking that utilize both traditional and nontraditional (viral, online) marketing elements (medium use is optional)
- Presents an elegant and easy to understand creative approach.
- Clearly shows a link between the research and the creative approach.

RESEARCH, POSITIONING AND TARGETING (25% of plans book score)

- Effective use of secondary and primary research.
- Effectively covers both demographic and psychographic dimensions.
- The positioning recommendation clearly derives from the research and the case study challenge.
- The target market recommendations clearly derive from research and the case study challenge.
- Recommends effective evaluations.

MEDIA PLAN (20% of plans book score)

- Effective, efficient and creative use of the budget.
- Identify effective nontraditional media vehicles.

INTEGRATION OF COMMUNICATIONS TOOLS (10% of plans book score)

- Demonstrates an effective and synergistic blending of advertising, publicity, public relations and promotions; suggests other marketing tools as needed.
- Demonstrates an effective phasing of when and how to apply each communications tool.
- Presents realistic ways of enhancing the communications power through strategic alliances and co-sponsorships (if/where possible)
- Incorporate effective nontraditional media strategies.

GENERAL QUALITY OF THE PLANS BOOK (10% of plans book score)

- Professional appearance/ability to serve as a selling tool: logical and clear writing.
- Free of grammatical, spelling and syntax errors.
- Clarity and quality of the communication.

Presentation Score Sheet

Judges:

Please look for the following achievements. Score each section from 1–10 with 10 being the highest. Write your scores in the right column. Write any comments on the reverse side of this page only. Constructive comments are encouraged; they help the students. PLEASE DO NOT WRITE COMMENTS ON THIS SIDE BECAUSE TEAMS WILL NOT SEE THEM.

Judges: Write your scores in this column.

9–10 = Superior

7–8 = Very Good

5–6 = Satisfactory

3–4 = Unsatisfactory

1–2 = Unacceptable

CREATIVE (30% of presentation score)

- Convincing approach(es) to satisfying the objective.
- Accounts for advertising trends and competitive frame anticipated by the rollout period.
- Covers all major points in the case study challenge.
- Likely to establish leadership in this effort/initiative
- Clear articulation of brief – using Cossette template

RESEARCH, POSITIONING AND TARGETING (20% of presentation score)

- Quality and applicability of secondary and primary research to strategies and tactics recommended.
- Realistic balance of secondary and primary research.
- Demonstrates an understanding of the demographic and psychographic dimensions of the challenge.
- Demonstrates an understanding of the needs of the target market and how to appeal to them.
- Clearly communicates a positioning recommendation.
- Ability to measure effectiveness and evaluate the execution.

MEDIA PLAN (20% of presentation score)

- Effective and efficient use of budget.
- Ability to be effective against the target market(s).
- Use of traditional media.
- Use of nontraditional media.
- Demonstrates possibilities of co-op extensions and strategic alliances.

INTEGRATION OF COMMUNICATIONS TOOLS (10% of presentation score)

- Convincing synergistic impact of advertising, publicity, public relations and promotions.
- Forward thinking in why and how to possibly adjust this program over the next five years.

GENERAL QUALITY OF THE PRESENTATION (20% of presentation score)

- Professionalism; establishes a clear role for each presenter.
- Addresses all client requirements.
- Demonstrates full knowledge of issue.
- Delivers innovative thinking.
- Follows a logical order.
- Attention to detail.
- Persuasive.
- Convincing.
- Handling of judges' questions.
- Ability to "think on your feet."