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**student
of the
year**

PRWeek

Entry Kit 2010



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My campaign
My strategy
My creativity
My win!



Natasha Ratliff
2009 Winner



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Do you have what it takes to be **PRWeek's** Student of the Year?

Test your PR and communications skills by entering our contest, sponsored by Hill & Knowlton. You could win \$5,000 and a paid internship at one of the world's largest PR firms – not to mention the honor of being the *PRWeek* Student of the Year 2010.



Robert Corrado
2008 Winner

What can I win?

The winner will receive a generous \$5,000 cash prize, a paid internship with the award sponsor, Hill & Knowlton, and a paid trip to the annual *PRWeek* Awards in New York in March 2010. One runner-up may receive a \$1,000 cash prize and a paid internship with Hill & Knowlton. Also, up to five shortlisted students will receive a paid trip to New York for the final day of the Student of the Year judging. The top two finalists will receive a trip to the *PRWeek* Awards.

FAQs:

What do I have to do?

You must devise and write a new campaign for a real client. You will need to use your creativity and ability to think strategically and analytically to create a campaign that ensures the client achieves its desired objective. Shortlisted contestants will be flown to New York in January 2010 for a final day of judging, including a live pitch to the company and the media. Finalists will also have the chance to handle a fictional crisis scenario.

What is the deadline?

The entry deadline is December 11, 2009.

Who can enter?

Whether a major in media or math, communications or chemistry, anyone can enter as long as he or she was enrolled as an undergraduate student at a US college or university between December 14, 2008, and December 14, 2009.



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Background on Mazda

Mazda. The name stands for uncompromising quality, outstanding value, and an exhilarating driving experience. It was that way when the first Mazda vehicles began arriving in the United States back in 1970. It continued through the introduction of such legendary vehicles as the RX-7 and the MX-5 Miata. Today Mazda continues to build on its reputation as a leader in the industry, gaining an extremely loyal following of repeat customers, and gaining market share with innovative products like the sports car-inspired Mazda3 and Mazda6 or the class-defining Mazda5.

When consumers hear Mazda, they think “zoom-zoom”. All children instinctively know it. A few adults still remember it. Mazda refuses to outgrow it. In grown-up language, it means the exhilaration and liberation that comes from experiencing sheer motion. But as usual, children put it much better and simply call it zoom-zoom.

Headquartered in Irvine, Calif., Mazda North American Operations oversees the sales, marketing,



mazda[®]

parts, and customer service support of Mazda vehicles in the US, Canada, Mexico and Puerto Rico through more than 850 dealers.

The challenge

Rising fuel prices and economic hardship have put the entire automotive industry under the microscope. People are paying attention to everything auto brands are doing, often with a critical eye, and they're migrating away from traditional media in favor of social media.

Mazda has had great success in touting the quality of its vehicles in the automotive media. The brand has one of the youngest demographics in the industry and needs to reach beyond traditional media to directly connect with these consumers.

Mazda needs to make its social media voice heard loud and clear, and do it in such a way that they can sustain the conversation beyond a single YouTube video view or Facebook friend request. It needs an integrated PR plan that focuses on social media (yet does not ignore more traditional outlets) to engage Mazda fans online and introduce the brand to a new generation of consumers who've never opened a newspaper.



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Target audience

For this campaign, the priority target audience is:

- The first-time buyer/driver, 16-24 years old
- Motorsports and automotive enthusiasts, “tuner” culture
- Trendsetting, independently-minded “hipsters” who want products that are stylish and fun, but still economical; not gaudy or lux
- Current Mazda fans and owners

Consider these media outlets and tactics when executing your plan:

- Social and viral media (e.g., blogs, podcasts, social networks)
- Grassroots and word-of-mouth engagement
- Automotive and enthusiast media
- Lifestyle and technology media
- Automotive business media

The assignment

Develop a PR program for Mazda that creates a big splash in the social media world, but also has legs offline and in more traditional media outlets. Communicate directly to consumers the “zoom-zoom” essence of the brand, integrate Mazda into the existing conversation about cars and motorsports, positioning the brand as a valuable, entertaining, and youthful

voice. Suggest how Mazda would continue this conversation beyond initial interest to promote sell-through and purchase consideration for its products. Incentivize consumers to visit dealerships. Include advice on how we could activate existing Mazda owners, fans, and car clubs on the grassroots level.

Your campaign must be no longer than 10 typed pages, double-spaced, 12-point font and should include the following components: objectives, research and planning, audience, execution and tactics, strategy, and evaluation/measurement of success.

Standard campaign elements that you must include:

- One written press release with suggested social media elements (e.g., photos and video content)
- Descriptions of photo and video content to be used over the course of the campaign
- Sample pitches to a traditional media outlet and blog
- A sample Twitter pitch
- A list of targeted media contacts
- Sample social media communications (e.g., Facebook updates, tweets)

Questions?

Please contact Natasha Mulla for more information.

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Official rules

- Written entry must be no longer than 10 pages. Pitch letters and press release are in addition to this count.
- Entries should be typed and in a font size no smaller than 12 point.
- Entries must be from undergraduate students enrolled at a US college or university.
- Entries **MUST** be submitted online as a PDF or Word document at PRWeekus.com/SOTY.
- Entries must be written in English.
- Entries must be submitted online by Friday, December 11, 2009. Entries which are not submitted online will not be accepted.
- Support materials are not accepted.
- *PRWeek* and Hill & Knowlton reserve the right to disqualify any entry deemed unsuitable for any reason, not limited to, but including: failure to meet any of the previously stated rules; plagiarism or non-attributed use of copyrighted material or images; excessive use of profanity, nudity, or violence; any content that advocates and supports racial, cultural, religious, or gender bias.
- Five students will be selected for a final round of judging in January 2010.
- Up to five finalists will receive travel to New York for the judging, including airfare and standard hotel room expenses, which will be paid for by the sponsor. Meals will be provided during the final judging session.
- The top two finalists will receive travel to New York for the

- PRWeek* Awards in March 2010, including airfare and standard hotel room expenses to be paid for by the sponsor.
- The winner of the Student of the Year Award will receive \$5,000 and an internship with Hill & Knowlton (for a period of time to be determined).
- One runner-up for the Student of the Year Award may receive \$1,000 and an internship with Hill & Knowlton (for a period of time to be determined).
- The winning students agree to permit their likenesses to be used by Hill & Knowlton and/or Haymarket Media Inc. for advertising or promotion.
- The judges of the Student of the Year contest will include representatives from Hill & Knowlton, *PRWeek*, and the featured client, Mazda.
- The criteria for judging include creativity, presentation, writing ability, understanding of PR principles and strategy, and oral presentation skills (in final round).
- All entry materials become the property of the sponsoring organizations and will not be returned.
- Immediate family members of employees of Hill & Knowlton or Haymarket Media Inc. (*PRWeek*) are not eligible to enter.
- By submitting your entry for the *PRWeek* Student of the Year Award, you agree to the rules and regulations listed above.

