

Sponsored by **alloy** media+ **marketing**
» The Leader in Student Marketing

Caples Student Campaign of The Year



Presented by **DMNews**

Entry Form 2009

Contents

- 2 The Caples Student Campaign of the Year Award
- 4 The Assignment and Challenge
- 5 Official Rules
- 6 Entry Form

My campaign
My strategy
My creativity
My win!





Sponsored by Alloy Media + Marketing

Do you have what it takes to develop **Caples'** Student Campaign of the Year?



Test your direct marketing creative skills by entering our contest, sponsored by Alloy Media + Marketing. Your group could win \$5,000 and the honor of taking home a prestigious honor.

What can I win?

The winning group will receive a generous \$5,000 cash prize, internships at Alloy Media + Marketing, and a paid trip for two lead group members to the annual Caples Awards in New York on March 19, 2009. One runner-up team will receive a \$1,000 cash prize and two tickets to attend Caples.

What do I have to do?

You must design a 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.

What is the deadline?

The entry deadline is Friday, January 16, 2009.

Who can enter?

Whether a major in graphic design, marketing, 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, 2007 – December 14, 2008.



Sponsored by Alloy Media + Marketing

Background

Pentel of America is a 50-year-old brand and a global manufacturer and retailer of writing instruments and art materials. Pentel's reputation has been built around product innovation; the company pioneered graphite lead and invented roller ball technology. Pentel's Recycology Program aims to help the environment by reducing waste and increasing recycling activity during manufacturing. Pentel US headquarters is in Torrance, CA.

The market problem

Students should develop a marketing plan that educates and excites students age 18 to 24 about the Recycology pen line and its eco-friendly aspects. The campaign should include at least one digital element that is aimed at being viral either through social networking, online video sharing or other digital media. Students can use www.pentel.com/recycology as a starting point for learning more about the Recycology pen line. The campaign should educate students about Pentel's environmental message and drive them to learn more about the Recycology product line and its positive impact on the environment.

Target audience

For this campaign, your priority target audience is college-age students throughout the US, age 18 to 24.

The assignment

Create a direct marketing campaign using direct mail, (postal and e-mail) and at least two, but no more than three, of the following media channels:

- Web site/Microsite
- Mobile marketing/online video
- Viral or word of mouth
- Campus signage
- Online display/banner ad
- Promotion (street team, event, grassroots)

Standard campaign elements that you must include:

- Examples of campaign creative (copy and design) for two of the three forms of media for college audience and recycology product line.
- Your creative work must include a summary, not exceeding 5 double-spaced pages, of the audience and the market problem, as well as an explanation of the campaign execution.

Questions?

Please contact Pilar Mustafa for more information.

Phone: 646.638.6059

E-mail: pentelchallenge@alloymarketing.com



Official rules

- Written entry must be no longer than 5 pages.
- Entries should be typed and in a font size no smaller than 12 point and should be double spaced.
- Entries must be from undergraduate students enrolled at a US college or university.
- Entries must be written in English.
- Entries must be received in full by Friday, January 16, 2009. Entries postmarked on the deadline date, but received after the deadline, will not be accepted.
- The John Caples International Awards, Haymarket and Alloy Media + Marketing 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 unattributed use of copy righted material or images; excessive use of profanity, nudity, or violence; any content that advocates and supports racial, cultural, religious, or gender bias.
- The winner will receive travel to New York for the Caples Awards on March 19, 2009 including airfare and standard hotel room expenses to be paid for by the sponsor.
- The winner of the Student Campaign of the Year Award will receive \$5,000.
- One runner-up for the Student Campaign of the Year Award may receive \$1,000.
- The winning students agree to permit their likenesses to be used by the John Caples International Awards, Haymarket Media Inc. and/or Alloy Media + Marketing for advertising or promotion.
- The judges of the Student Campaign of the Year contest will include representatives from Alloy Media + Marketing, the John Caples International Awards, *DMNews*, and Pentel.
- All entry materials become the property of the sponsoring organizations and will not be returned.
- Immediate family members of employees of Alloy Media + Marketing or Haymarket Media Inc. (*DMNews*) are not eligible to enter.
- By submitting your entry for the Caples' Student Campaign of the Year Award, you agree to the rules and regulations listed above.

Sponsored by

alloy media+
marketing®

» The Leader in Student Marketing

Entry Form

How to enter: Entry is free. Complete the entry form below, and send it along with your media campaign to:

Pilar Mustafa
Student Campaign of the Year Award
114 West 26th Street, 4th Floor
New York, NY 10001

Name

College

Address

City

State

ZIP

Phone

E-mail

Professor's name

Professor's e-mail