

interad SEVEN

The International Advertising Association's Global Student Advertising Competition

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Welcome to InterAd VII, the IAA Case

Welcome to InterAd VII-an exciting new approach to the IAA's global student advertising competition. We've prepared a challenging (and fun) case that encourages you to think strategically and creatively. . . and we can't wait to see the results. By using our Seven Step Approach, you'll develop a fully integrated marketing communications campaign.

Your client is us-the International Advertising Association. We want to be recognized as the champion for the freedom of responsible commercial speech, and our members admired for their insights, innovation and leadership in international marketing and branding efforts. Who better to tell the world than the next generation of marketing communications professionals?

But more than telling the world, we also want you to tell us. We want you to create campaigns that your local Chapters can pick up and actually use to promote the association and recruit new members.

This is your chance to breakout, stretch your wings, and do something so cutting edge that it leaves the industry breathless.

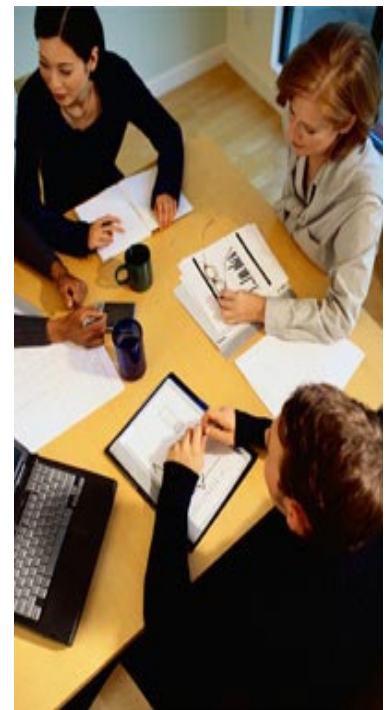
Big Changes

Our most significant change will level the playing field for all of our teams: InterAd is going all electronic. Now you don't have to worry about the expense of producing 4-color artwork or exorbitant shipping costs. Simply produce your plans book as a PDF file, and either post it online or email it to us (we'll announce a special address later). You should also mail us one CD Rom with your entire presentation on it.

We've simplified the website assignment for InterAd VII: create one simple website, with a page for your IAA region (choose from Asia Pacific, Europe, Latin America, Middle East/Africa, or US/Canada). Please include a special page or section to go on the IAA global site to connect back to the local and regional Chapters). (You'll find more about this and other requirements in the following sections.)

Your team will also produce two short (1 minute or less) flash/multimedia presentations, and three brief (20 slides or less) Powerpoint presentations. Again, like the plans book, those will be posted online or provided electronically.

Overall, you'll benefit from a more defined case, with clear steps and processes that lead you to your creative solutions.



INTERNATIONAL
ADVERTISING
ASSOCIATION

Deadline: March 31, 2002

Prizes

We're well aware that each of you makes a significant contribution to the team and to the final project. Beginning this year, there will be two prizes per winning team; one monetary prize to be shared by the team student members, the other for the faculty advisor(s).

The **InterAd World Champion Team** will receive **\$5000**, to be shared by all registered student members of the team. The **Advisor(s) for the World Champion Team** will receive **\$1500**, to be shared by no more than two registered advisors.

The InterAd World Champion Team will receive the grand prize only, and will not receive a prize for being named Regional Champion.

The other **six Regional Champion Teams** will receive **\$2500 per team**, to be shared by all registered student members of the team. The **Advisor(s) for the Regional Champion Teams** will receive **\$1000** per team, to be shared by no more than two registered advisors per team.

Five Best of Category prizes will be awarded, for Regional Website, Addition to the IAA Global Site, Powerpoint Presentation, Message for Corporate Members, and Message for the Academic Community. Teams that win a **Best of Category Award** will receive **\$250**, to be shared by the team.

In addition to these prizes, we will present InterAd plaques to all Champions, Best of Category winners, and Second and Third Place winners. The InterAd World Champion will also receive a trophy honoring their achievement.

All InterAd participants will receive personalized certificates.



New Team Policies Benefit IAA Accredited Institutes

This year, IAA Accredited Institutes will enjoy several key advantages. First, IAA Accredited Institutes may enter an unlimited number of teams. Non-accredited institutes are limited to one team per school.

Second, IAA accredited institutes may enter the competition free of charge. Non-accredited schools must send a non-refundable \$100 US entry fee.

Third, as members of the IAA network, IAA accredited institutes may contact their local IAA Chapters for advice (but not financial support!) about their projects.

There are other team policy changes (that apply to all schools) as well. It's very important that you read the Your Entry, Prizes and Rules sections carefully.

Some friendly advice

We say it every year, and we'll say it again: read the entire case. Read and understand the rules. If you have questions, first read through the case, including the FAQ, and if you're still confused, talk to your advisors. If all those options fail, then send us a message.

Work as a team, not as separate elements assigned to various tasks. Meet early, meet often, and be open to ideas and differences. Agree to disagree when things seem impossible. This aspect of InterAd is probably the most realistic and important. You will find that the experience of working as a team, with all its ups and downs, will give you an immense lead when you enter the working world.

As much as you love the creative aspects of InterAd, save them for last. Your creative should be based on your strategy. Too many teams shape their case to fit the creative, which is the fastest road to failure. Build a sturdy foundation, then top it with something that dazzles the judges.

About the Client

Your client is the International Advertising Association. We have a presence in 95 countries and members from every sector of the business, and we want to be recognized as the champion for the freedom of responsible commercial speech, and admired for our insights, innovation and leadership in international marketing and branding efforts.

Our website (<http://www.iaaglobal.org>) tells our story, and we encourage you to begin with the About the IAA section. You'll learn more about us, our Mission, our Roles, and our Members. Then, branch into our other areas to learn more about what we do, and where we're going.

As you explore, think about the benefits the IAA provides to its constituencies. For **Corporate Members**, we provide strategic support, industry advocacy, and assistance with resisting unwarranted restrictions. For **Individual Members and Chapters**, we offer networking, advice on professional issues, insight into the global industry, and products like the Campaign for Advertising which can be adapted for local markets. You may discover or conceive of other benefits. . . we want to hear about them.

An Association like the IAA has two types of **competition**. First, it is competing with other Associations for membership recruitment and retention. That is why the organization as a whole and each of its local Chapters must follow a marketing approach by researching and defining the needs of the market and strategically positioning to meet those needs.

Second, competition comes from the regulators. Where the job of the Association is to keep the climate in which its members do business as free as possible from unwarranted restrictions, so its task is to vigorously represent their interests in face of regulators wishing to curtail that freedom or deny it altogether.

About Your Entry

Your entry will consist of four major components:

A **plans book**, not to exceed 50 standard pages, plus cover. (Be thorough, but note that brevity can be an asset-the InterAd VI World Champion's book was just 24 pages!) Your plans book will count for 40% of your total score.

A **website** designed for your IAA region, highlighting the benefits of Membership on a regional level, that includes links to IAA Corporate Members, Accredited Institutes, Chapters and other resources in your region. You should also include a page or section about your region that could be added to the IAA global site. Your website will count for 15% of your total score.

Two **flash presentations** that can be used on a website (one for the global IAA website and one for your local Chapter or IAA region). Each Flash presentation should be one-minute or less. Your flash presentations will count as 15% of your total score.

Three **PowerPoint presentations**, each with a maximum of 20 slides, and each appealing to a separate IAA constituency. Your Powerpoint presentations will count as 30% of your total score.

More Information on your Plans Book

Your Plans Book should be a comprehensive, professional document. Content and appearance are equally important. Each Plans Book must be saved as an Adobe PDF and set for standard A4 or 8.5x11 paper. The covers do not count as part of your page total. The outside front Plans Book cover must include: Team Name, School Name, and Title.

The inside front Plans Book cover must include: Team Name, School Name, Website Address, Faculty Advisor(s) Name, Address, Phone, Email, and a list of all Team Members.

Your book should also contain the following items:

- Executive Summary
- Agency Mission Statement
- Target Audience Profile
- Integrated Marketing Plan
- Media Plan
- Contents Page
- Communications Objectives
- Global and Local Marketing Strategy
- Creative Solutions
- Creative Brief

More on Your Integrated Marketing Plan, Media Plan, and Creative Solutions

For your primary target audiences, submit a marketing plan that may manifest itself in a number of ways beyond traditional advertising or direct marketing. These might include: sponsorship opportunities, promotions, public relations, the IAA website, foundation grants, partnership opportunities, etc. Or, you may suggest something new and different.

Supplement your advertising plan with a comprehensive media plan for the IAA and make recommendations. Include media schedules and budgets. If your integrated marketing plan goes beyond advertising, be prepared to back it up. For example, if your plan includes a celebrity speaker at an industry conference, which city would you choose, and why? How would your public relations strategy be most effective? Explain each element.

Your creative solutions should reflect the advertising element of your creative brief and marketing plan. You might write and design print, electronic, television, radio, or out-of-home ads, for example. For print ads, please include sample files. For radio, television, or electronic ads, please include scripts and storyboards. You are encouraged to produce radio, television, and electronic ads. You are allowed, but not required, to also submit creative samples for any non-advertising elements of your marketing plan.

More Information on Your Website, Flash and PowerPoint Presentations

Create two flash presentations, each as a deliverable of your project. Each should demonstrate the benefits of IAA Membership. One presentation should focus on current or potential corporate members, and the other should focus on local chapters in your region.

Your flash presentations are not to highlight your team or introduce your plans book. Rather, they should be vital elements that could be plugged into the IAA website.

Your website or flash presentations must be in English. However, you may also create a site or flash presentation for your local chapter in your native language, for extra credit.

One of the requests we hear often from IAA members and chapters is for decks-ready-made PowerPoint presentations that form the basis of speeches during conferences and seminars aimed at various key targets.

Your goal is to create three attractive PowerPoint presentations that address these key issues for the IAA.

For your presentation to Corporate Members, choose one or more of the following issues: Advertising in a recession, Advertising self regulation, or Benefits of IAA Membership

Then develop a presentation that uses the latest research findings and industry trends to generate interest and discussion. Your presentation should show the IAA in a positive light and as a valuable resource that brings a fresh perspective.

Your presentation for local Chapters should focus on the benefits of membership and participation. Think of it as both a selling tool for the Chapter, as well as a valuable resource for current Members. For example, if your region is fighting restrictions or new taxes on advertising, use this PowerPoint presentation to demonstrate how the IAA can help.

Your third presentation, for the academic community of deans, faculty, and students, should demonstrate the positive aspects of being involved in the IAA's Professional Development programs. At the same time, it should also showcase the benefits of holding an IAA diploma. Each market is different, so it's difficult for the IAA to talk about the specific benefits in each region. . . but your experience on the local level can be a very strong selling point.

Seven Steps for Completing the Assignment

1. Overview and Situation Analysis

Begin with a classic situation analysis. What are the IAA's strengths, weaknesses, opportunities, and threats? Who or what is our competition? How well are we known in local markets and worldwide? What do people think of when you mention IAA? Does our name (and our logo) fit our image? If not, we encourage you to suggest something new!

2. Objectives

The main **business objectives** for this campaign are:

1. Increase overall membership in the IAA among global corporations; advertising, public relations, and marketing communications agencies; and media firms.
2. Increase overall membership in local IAA chapters among local corporations, agencies, and media firms; and increase the interaction among these firms with the students and faculty of local IAA accredited institutions.
3. Create a seamless mechanism, using the IAA's existing website as the hub, to create a common theme and worldwide links to all IAA regional and local chapters and accredited universities.
4. Enhance the IAA's reputation to

where it is the "top of mind" organization for championing freedom of responsible commercial communications in the world, and as the source of expertise on all issues concerning international marketing and global branding.

5. Next, determine the **communications objectives** for the campaign - what specifically will you try to achieve with your campaign (in terms of media exposure, web hits, contacts created, changes in perceptions & attitudes, etc.) and how will they tie to the IAA's goals? Be very specific, and tie these to the IAA's goals.

3. Targets

Consider your target audience(s). Now, delve into what makes each target unique. Consider using focus groups, studying ethnographics, or developing specific characters to represent each audience. For the IAA, keep three constituencies in mind. First, IAA Corporate Members (and potential Corporate Members). Second, local IAA Chapters within your region. Third, the academic community, including deans, faculty, and students. Think about how what the IAA does affects each of these groups, and how we might become more appealing.

4. Strategy

Develop strategies to reach each target. Consider the following:

- What are the most effective media for reaching the key targets?
- What themes and tones and types of information would appeal to each?
- What time of year or key events could be tapped into to specific targets?

5. Messages & Positioning

Now it's time to develop Messages and Positioning. Focus on the benefits to target audiences and consumers, not the features being offered. For example, the IAA website's Career Resources section can help Members find a new job. That's a benefit. But telling the audience "the IAA website has a Career Resources section" is just a feature.

6. Tactics

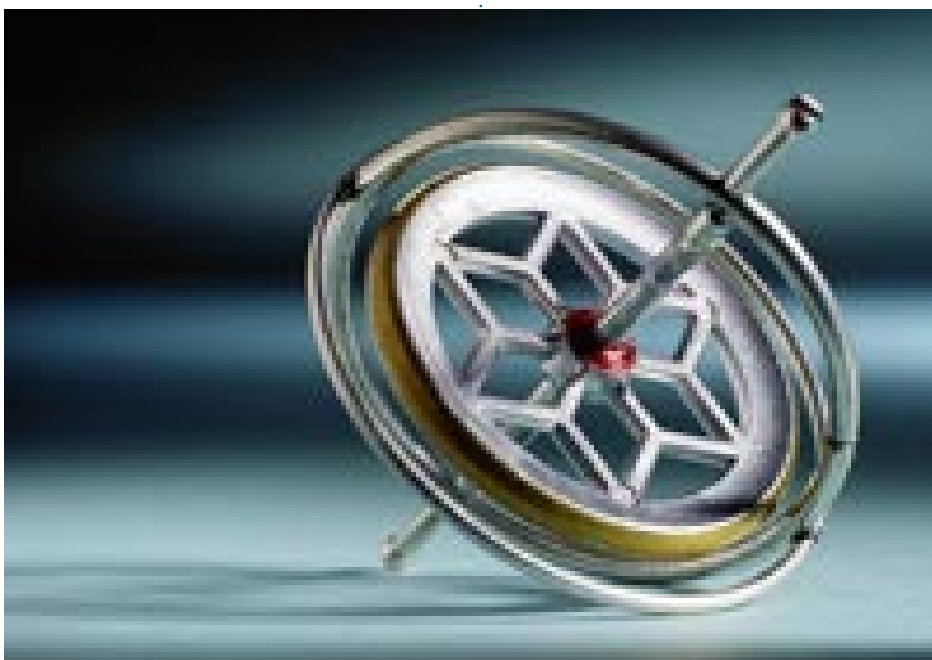
It's almost time to begin your creative work. But before you do, other tactics are just as important. Prepare timelines and a detailed budget, and be able to justify both. Also develop media plans for your campaign.

Once all this is complete and you've considered everything carefully, develop your best creative work. Bear in mind that it may be viewed in countries with different social customs and mores. Some images that seem perfectly ordinary to you may be offensive to others.

7. Evaluation

Your seventh step is Evaluation, and it's just as critical as the others. How will you know if your campaign is successful? How will you measure against that success? Use quantifiable measure whenever possible and include some "cost/benefit" or "return on investment" (ROI) analysis. What can the IAA expect if your plans are implemented?

Evaluation methods should be suggested for measuring both short-term objectives such as the number of web hits or media exposure and long-term objectives, such as the number of new members or improvements in attitudes or awareness.



InterAd Rules

In many ways, this is the most important section of the assignment. Although you or your team might think you have a good reason for breaking one or more of the rules, you must not do so. If you'd like us to clarify our rules, please let us know.

Not following any of the rules is grounds for disqualification. (In the real world, agencies get fired for not following a client's direction. . . do you really want to risk that?)

Who Can Enter

Student teams from IAA Accredited Institutes (undergraduate or graduate)
Student teams from non-IAA Accredited Institutes (undergraduate only)

There is no limit to the number of teams an IAA accredited institute may enter. Non-IAA accredited institutes may enter one team.

Expenses

There is a **\$100 non-refundable entry fee** for non-IAA accredited schools. Please send your payment, in US dollars and drawn on a US bank, by the registration deadline, to: IAA Education Program, InterAd Registration, 521 Fifth Avenue #1807, New York NY 10175.

IAA Accredited Institutes may enter free of charge.

Participating schools must assume responsibility for all expenses associated with participation in InterAd. Schools and Team Members may not solicit money from the client/sponsor, but may approach local sources to cover their costs.

Team Structure

Each team must have at least one but no more than two faculty advisors. Each team may have a maximum of ten student members.

Collaboration with other schools or professional services is not permitted. In other words, students from one school cannot do the research and ask another school to develop the creative. Teams may not hire, appoint, or designate any

person, agency, or company to create any aspect of the project. **All work must be performed by team members.**

Successful InterAd Agency Teams often take the following structure:

- Managing Director
- Research Director
- Creative Director
- Art Director
- Account Director
- Media & PR Director
- Website Director

You are free to develop your own agency. . . and yes, you may have less than ten Members.

Deadlines

Another key point: miss a deadline, and you can lose the account. Your materials must be here on or before the deadline. Register early and mail early!

Final registration deadline: **March 15, 2002.**

Entries must be received by: **March 31, 2002.**

Official Language

English is the official language for InterAd VII. You must prepare your Plans Book and presentations in English. However, you may prepare your additional extra credit materials in your country's language.

Registration

Have your faculty advisor complete the online registration form. He or she will receive an automated confirmation that your entry has been received, and he or she will be added to the InterAd VII electronic mailing list. If you would like to be on the mailing list, please complete the form, and check the STUDENT box.

Who Owns Your Work

All work submitted belongs to the client, the International Advertising Association



(IAA) and may be used by us without further compensation.

We encourage each Agency Team Member to keep several copies of the completed work; these are excellent examples of your ability to produce a comprehensive project. (More than one InterAd participant has received job offers after showing their work to a potential employer.)

Use of the IAA Logo and Trademarks

You may use the IAA logo and trademarks only for the purpose of completing the assignment. All information contained in this case is confidential.

The IAA logo will be available for download on the IAA website. Our official colors are Reflex Blue and Red 199C. Our official font is Avant Garde, right flush, all capital letters. You may use these design specifications for us, or you may design an entirely new logo and color scheme.

Where to send your entry:

A special E-Mail address and/or web URL will be provided at a later date for electronic delivery.

Judging

Two senior marketing communications professionals in your region will evaluate your work based on the following criteria. Each category will receive a score between 1 and 10, with 10 being brilliant and 1 being very poor. Judges will be asked to add comments and feedback.

The results will be tallied in order to select Regional Champions, Winners, and Overall Best of Category Winners. All Regional Champions will advance to the World Competition, which is judged by senior professionals from the IAA.

Five Best of Category prizes will be awarded, for Regional Website, Addition to the IAA Global Site, Powerpoint Presentation, Message for Corporate Members, and Message for the Academic Community.

Judges' decisions are final. We will email each team a summary of their results after all teams are judged.

Plans Book - 40%

- Target Audience Profile
- Global Marketing Strategy
- Brand Awareness
- Integrated Marketing Plan
- Budget Information
- Research
- Creative Brief
- Creative Solutions
- Book Design & Appearance
- Media Plan
- Evaluation Method

3 PowerPoint Presentations - 30%

- Design
- Content
- Creativity
- Use of Multimedia
- Brand Awareness
- Provides New Information

Website - 15%

- Design
- Content
- Creativity
- Use of Multimedia
- Brand Awareness
- Provides New Information

2 Flash Presentations for Websites - 15%

- Design
- Content
- Creativity
- Use of Multimedia
- Brand Awareness
- Provides New Information



Extra Credit

In the real world, agencies are frequently asked to pitch clients for new business. Not surprisingly, the agencies that go the extra mile often win the contract.

In other words, don't just meet the client's needs. Exceed them.

As long as you complete the required assignment (plans book and presentations) and address all the necessary issues, you're free to supplement your entry with additional creative material, as well as extra flash/PowerPoint presentations in your country's language.

However, anything you send must be part of your electronic entry. If you've developed a concept for the IAA (a tee shirt, perhaps, or a keychain) don't send the actual item—send sketches or photos.

Judges will evaluate each entry and rank it against others in its region. In the past, we've received entries with supplementary material that have been ranked at the top and bottom of their regions. Supplementary material will enhance your entry, but it won't save a flawed entry or one that is missing more than one component.

Frequently Asked Questions About InterAd

How to Develop Your Creative Brief

Get together with your team members as you begin the assignment, and answer the following five questions. You'll want to review your answers as you complete each phase of InterAd—and especially just before you begin to develop your creative work.

To whom do we aim to appeal?

Primary
Secondary

What will be the linkages, or form the connection, between the brand and the target?

What does the brand own or could own which will create a surprising, provocative connection?

This could be an existing idea, or one you invent. It might be visual and/or verbal. It could be a unique combination of consumer satisfactions.

As a result of the integrated communications campaign, what do you want the target to feel, think and do?

How will we know if we generate the desired responses?



We strongly suggest you READ the Rules because all the basics are there, including deadlines, number of teams, and entry fees. In fact, read EVERY section, and discuss the information with your team members. Don't skip a section because it doesn't seem important. Everything is important.

This section will be updated regularly on the IAA website.

May we have less than ten members on our team?

Yes. You may have ten or fewer members on your team. We strongly suggest you have at least four members on your team.

Did you receive our registration?

If you registered online, then our auto-responder sent you a registration confirmation. That means you're on the official list!

I've never made a website before. Help!

Don't worry. There are plenty of software tools to help you. Learning HTML is easy. There is probably someone on your team who knows how to develop a site. You can also use one of the website creators online, such as AOL, Yahoo, Geocities, or many others.

What is our role? Are we an advertising agency or the IAA's internal marketing team?

Whether you're in-house or outside isn't so important. Most InterAd teams function like a private advertising agency, but this is an internal decision for your team to make.

May we communicate with other schools participating in InterAd?

Yes! Past participants will tell you that they've formed great friendships with students at other schools. Just remember, they are your competition! However, you may NOT collaborate with students from another school to complete your entry.

Are campaigns targeted at the consumer or business-to-business audience?

This is a brand campaign for the consumer.

We can't afford to launch a website.

Yes, you can, because there are many FREE services that allow you to create a site on the web. Look at Geocities, Yahoo,

AOL—and there are many others. You don't have to create a full-blown professional site.

Do we have to make a videotaped presentation?

No videotaped presentation is required. However, you are welcome to supplement your entry with video. We strongly recommend you include any video segments on your CD-ROM.

Should we include our research study in the Plans Book?

Yes, that would be helpful because it shows how you got your information.

Will we get to see the winners?

Yes—that's one big advantage to submitting your project on CD-ROM—we will be able to showcase the winning projects on the IAA website. If you would like to see last year's Plans Book, you can download it from the IAA website.

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For questions about the InterAd Competition, please visit our website at <http://www.iaaglobal.org> and enter the Contests & Awards section.

Or, contact us by email at pamela@iaaglobal.org.

Please mail your entry fee (if applicable), and CD-Rom to:

IAA World Secretariat-InterAd VII
521 Fifth Avenue #1807
New York NY 10175

The deadline for receipt of entries is March 31, 2002.

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