



Outstanding STUDENT



2018 Entry Kit

haymarket

MY CAMPAIGN
MY STRATEGY
MY CREATIVITY
MY WIN!





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2017 WINNER

Patricia Carmona

University of Maryland

Current role

Corporate Communications Manager,
Washington Redskins



DO YOU HAVE WHAT IT TAKES TO BE PRWEEK'S OUTSTANDING STUDENT

What can I win?

The winner will receive a \$1,000 cash prize and be rewarded with a trip to the annual PRWeek Awards in New York in March 2018.

What do I have to do?

You must devise a new campaign for a client. You will need to use your creativity and ability to think strategically and analytically to create a program that ensures the client achieves its desired objective.

What is the deadline?

The entry deadline is **Monday, December 11, 2017.**

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 U.S. college or university between December 18, 2016, and December 18, 2017.

Questions?

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2016 WINNER

Manuela Carvajal

Florida International University

Current role

Marketing Communications
Intern, Edelman

THE ASSIGNMENT

In 2015, Delaware was the least visited state in the U.S. with only 7.3 million tourists (according to a feature on Thrillist). Put in context, North Dakota — the 10th least-visited state — drew more than three times that at 24 million. (The next least-visited state was Wyoming at 10.1 million.)

Millennials are increasingly developing an appetite for travel. A June 2017 *Forbes* feature reports that this demographic's desire to travel is nearing the 60% of seniors who plan to do so.

Your task is to create a campaign to increase millennial visitors to “The First State” over the next 12 months. However, this campaign must be limited to only digital channels. (Use of TV spots or traditional print tools are not allowed.) However, inclusion of events or the like facilitated by your digital content is allowed.

Moreover, influencer marketing is a mandatory component of this campaign. Your ability to identify and engage the right influencer(s) will be key to your entry's success.

Judges will look for creativity and innovation, of course, in all elements of the campaign — both consumer- and influencer-facing. In addition, arbiters will pay specific attention to the research you've done and how it informs the initiative you choose to bring to market, as well as the influencer(s) you choose to engage.

The creation of digital content to support the entry is highly encouraged and will certainly be considered strongly by the judges.



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Your submission must include the following components:

1. Campaign objectives

Be specific in your goals as to how much you intend to increase visitors to the state in the given period.

2. Research

This can include both existing and original research.

3. Your influencer engagement plan

Inasmuch as this is going to be a key part of your overall campaign, we want you to establish this first and then — as indicated below — incorporate that into your broader campaign.

4. Strategy and tactics

Be specific as to the channels you intend to use and why. This section of your entry should clearly speak to how the influencer(s) will help achieve the campaign goals. And, of course, this section should demonstrate how you leveraged the research to inform the strategy.

5. Evaluation/measurement of success

Main submissions cannot exceed six pages. Two-page supplements that comprise infographics or the like can also be submitted. So the overall submission cannot exceed eight pages.

Any entries that exceed that page limit will not be considered. Please do not submit a multi-page PDF as supplemental material and assume we will only count it as one page. It's fine to

include PDFs as supplemental material, but each page of any PDF submitted as such will count toward the eight-page limit.

As indicated above, though not mandatory, we do encourage students to create original content/digital materials — be it a website, video, etc. If a video, please make sure it does not exceed 60 seconds in length. (Some past entrants have also created websites to supplement their submissions. This is certainly a tactic you can use.)

Note: As you create your overall entry, know that judges will be paying very close attention to originality and creativity. The strength of your research will also be paramount. Quality of writing will be heavily scrutinized, too.

Note: The state of Delaware is not involved in this program in any way. PRWeek will not actively share any submitted materials with the state.

By submitting your entry for the PRWeek Outstanding Student, you agree to the rules and regulations listed below.

Official rules

- Entries are to be submitted to prwstudent.secure-platform.com. Written entry must be no longer than six pages. Supplemental materials can also be submitted, but must not exceed two pages.
- Entrants are encouraged to create a video for the task and include a link to the video in their submissions. Video length should not exceed 60 seconds.
- Entries must be from undergraduate students enrolled at a U.S. college or university.
- Entries must be written in English.
- Entries must be submitted online by Monday, December 11, 2017, at 11:59pm ET. Entries that are not submitted online will not be accepted.
- PRWeek reserves 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; or any content that advocates and supports racial, cultural, religious, or gender bias.
- The top two finalists will travel to New York for the PRWeek Awards in March 2018, with airfare and standard hotel room expenses paid for by PRWeek.
- The winner of the Outstanding Student Award will also receive a \$1,000 cash prize.
- The winning students agree to permit their likenesses to be used by PRWeek and/or Haymarket Media Inc. for advertising or promotion.
- The judges of the Outstanding Student contest will likely include a PRWeek senior editor, an academic, and an in-house PR department leader.
- The criteria for judging include creativity, writing ability, and understanding of PR principles and strategy.
- All entry materials become the property of Haymarket Media Inc. and will not be returned.
- Immediate family members of employees of PRWeek or Haymarket Media Inc. are not eligible to enter.