

OUTSTANDING

STUDENT

2019 ENTRY KIT

MY CAMPAIGN

MY STRATEGY

MY CREATIVITY

MY WIN!



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MY STRATEGY
MY CREATIVITY
MY WIN!

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2018 WINNER

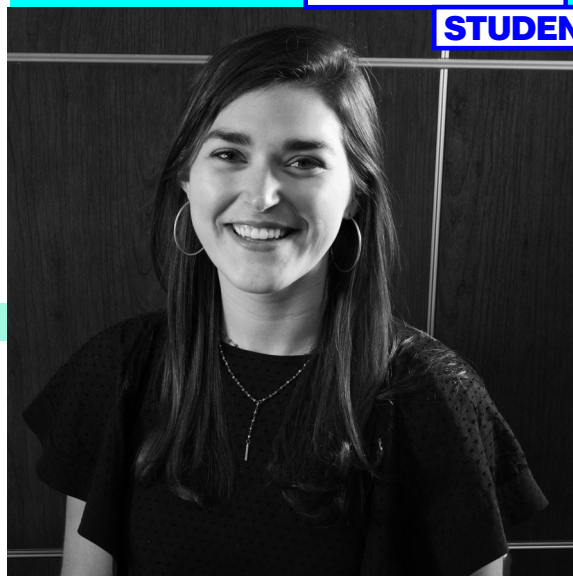
Maret Montanari


University of Alabama

Current role

Public Relations Intern,
Jackson Spalding

**OUTSTANDING
STUDENT**





YOU COULD WIN A CASH PRIZE AND THE HONOR OF BEING THE PRWEEK OUTSTANDING STUDENT 2019

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 March 2019 in New York City.

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.

When is the deadline?

The entry deadline is **Monday, December 10, 2018.**

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, 2017, and December 18, 2018.

Questions?

Contact: **Nicole O'Neill**

ph: **646-638-6031**

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**OUTSTANDING
STUDENT**

2017 WINNER

Patricia Carmona

University of Maryland

Current role

Corporate Communications Manager,
Washington Redskins

prwstudent.secure-platform.com



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THE ASSIGNMENT

A '90s Fashion Reboot

When it comes to jeans these days, the skinnier the better. The skinny jeans trend is still more than holding its own in the fashion world, so much so it's hard to believe excessively wide-legged jeans were once a staple in every teen's wardrobe. But they were — in the '90s.

Your assignment: Create a campaign that reintroduces this iconic '90s style of denim as a fashion trend for Gen Z over the next 12 months. Your campaign must include a brand activation, and you must utilize digital channels. Use of TV spots or traditional print channels are not allowed. 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 in all elements of the campaign — both consumer- and influencer-facing. Arbiters will also pay specific attention to research you've done and how it informs your initiative. The creation of digital content to support the entry is highly encouraged and will be considered strongly by judges.

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Your submission must include the following components:

Campaign objectives

Be specific in how you plan to reintroduce wide-legged jeans as a fashion trend for Gen Z.

Research

This can include both existing and original research.

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) and your brand activation will help achieve campaign goals. This section should also demonstrate how you leveraged the research to inform the strategy.

Evaluation/measurement of success

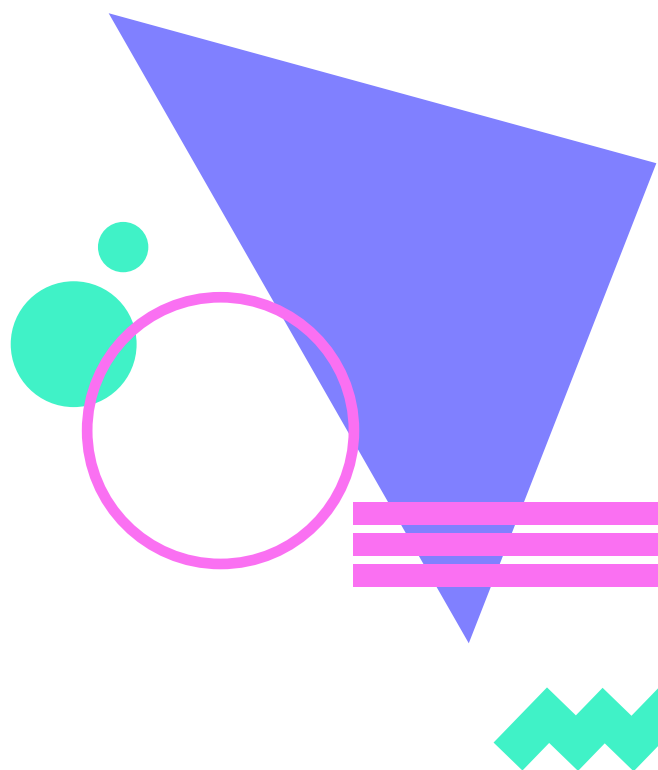
Submissions must not exceed six pages, plus up to two pages of infographics or other graphical supporting material.

Any entries that exceed eight pages will be disqualified. Do not submit a multipage PDF as supplemental material and assume it only counts as one page — each page of any PDF submitted will count toward the eight-page limit.

We encourage students to create original content/digital materials as part of their entry — be it a website, video, or other asset. Videos must not exceed 60 seconds in length.

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.



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 10, 2018, at 11:59 p.m. ET. Entries 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 2019, 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.

