



OUTSTANDING
STUDENT

2020 ENTRY KIT

YOUR WORLD. YOUR CANVAS.

MY CAMPAIGN

MY STRATEGY

MY CREATIVITY

MY WIN!



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OUTSTANDING STUDENT

2019 WINNER

Alana Doyle
University of Alabama

Current role
Media coordinator,
Ketchum



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 2020 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 **Friday, December 13, 2019.**

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, 2018, and December 18, 2019.

Questions?

Contact: **Jenny Abramczyk**

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e: **jenny.abramczyk@haymarketmedia.com**



OUTSTANDING STUDENT

2018 WINNER

Maret Montanari

University of Alabama

Current role

Communications specialist,

Jackson Spalding

prwstudent.secure-platform.com

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THE ASSIGNMENT

The 50th anniversary of Earth Day

Earth Day 2020 will launch the most diverse and passionate global environmental movement in history — and it's time to reimagine what we can collectively do to promote a call to action for our global environment.

Florida is blessed with incredible ocean and coastal environments and wildlife, but the state also faces enormous environmental challenges. Pollution and water quality problems seem to flow everywhere, and impacts from ever-present threats such as ocean trash, overdevelopment and carbon emissions are visible at nearly every turn.

What can you do to motivate and inspire Floridians to wake up, take action and save the endangered waters that surround and impact their daily lives?



MY CAMPAIGN

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Your assignment:

In honor of Earth Day's 50th anniversary, create a campaign that will convince Floridians to spend one hour:

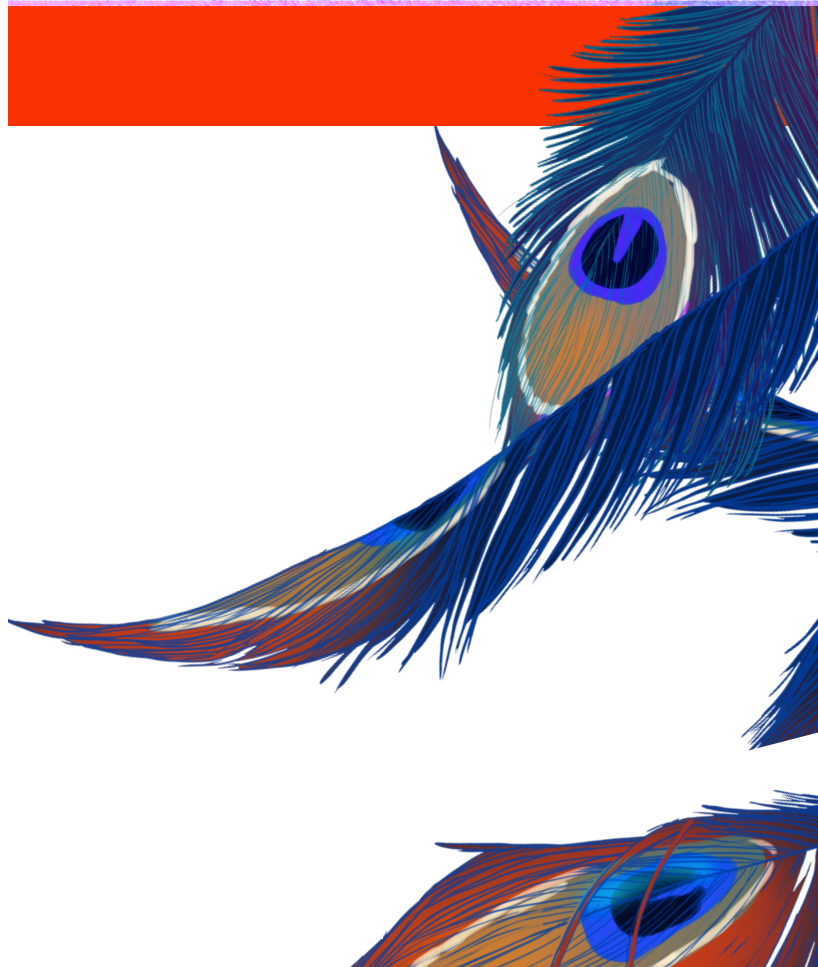
- Joining or organizing a neighborhood beach cleanup to pick up trash.
- Volunteering for a sanctuary that rehabilitates marine wildlife.
- Volunteering with one of the many organizations that patrol Florida's beaches to locate and protect sea turtle nests.

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.

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 prstudent.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 Friday, December 13, 2019, 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 2020, 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 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 and will not be returned.
- Immediate family members of employees of PRWeek or Haymarket Media are not eligible to enter.



OUTSTANDING STUDENT

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