

STUDENT CONTEST FAQs

I am a foreign student studying in Italy in 2013/2014. Can I participate?

The competition is open to university and college students of bachelor's, master's, and doctoral programs of all fields of study in Germany, Poland, Austria, France, Spain, the Netherlands, Italy and Great Britain. Your study location matters; your country of origin does not.

My university is not on the list. Can I participate?

The competition is open to all students in the selected countries. The teams have to create their campaign for at least one of the targeted universities or colleges in the country where they study. For example, a team from the University of Liverpool can choose to prepare a campaign for the students of University of London. You can find the list of targeted universities for each country on the website.

How many campaigns can I enter into the contest?

A student can be part of only one team, so you can only submit one campaign.

How do I enter the contest?

Send your draft as pdf files (maximum file size is 10 MB) with all the required attachments to us at coolcontest@czechtourism.cz.

What must the draft contain?

- a) situational analysis
- b) focus on target audience
- c) mixed communication suggestions, media used, including the percentage distribution of the budget for the selected school
- d) identification of three key products that will be communicated (e.g., local festivals, gastronomy events, sports events, art performances etc.)
- e) layout of the campaign in the first half of 2015
- f) slogan/headline
- g) demonstration of copy writing
- h) three visual concepts for the following themes:
 - the Czech Republic as a cool destination for young travelers
 - Prague is a city of ...
 - selected activity, e.g. music festival, cultural or local gastronomy event

Every draft must also contain the logo *Czech Republic – Land of Stories* and a link to www.czechtourism.com.

In what language should I write my project?

The draft must be in English, except for the slogan/headline which should be in the national language of the country where the team studies and the target university is located.

How do I know that you've received my entry?

You will receive a confirmation e-mail.

When is the deadline?

The deadline is 15:00 on March 30th, 2014.

Who will judge the drafts?

All drafts will be adjudicated by professionals: CzechTourism representatives and project partners (ISIC, Prague University of Economics) and the PIAF jury.

The PIAF jury president is the renowned European creative director Alexander Schill from Serviceplan. The jury members are experienced advertising professionals, representatives of advertisers who are awarded for a creative approach to communication and marketing, specialists and young, prospective creatives.

www.piafawards.com

How can I win the contest?

Meet all the requirements, be original and creative, impress the evaluators with your visual concept and work out a good summary. Your ideas don't need to be complicated; they need to be creative.

What can I win?

The best team in each country will get 240,000 CZK (approx. 8,800 EUR). Teams in 2nd to 5th place will receive a package with valuable promotional items.

All competing teams will receive a PIAF certificate of attendance and free admission to the prestigious festival.

Your marketing campaign and your name will be seen by numerous professionals in the field.

When will the winners be announced?

The winners will be chosen on May 21, 2014 during the Prague International Advertising Festival Awards. Winners will be notified by e-mail.

Still have a question?

E-mail our support team at coolcontest@czechtourism.cz.