

# DREAM UP A GREAT MARKETING CAMPAIGN AND WIN 8,800 €

A unique opportunity for creative students to play the role of professional marketers and learn practical skills in the field of tourism promotion.

## 1. Subject of the Contest: “Cool Czech Republic”

Participating teams will create a concept for a real marketing campaign. The goal of the campaign is to attract students from a selected university or college to the Czech Republic for a weekend visit.

## 2. Competition Announcer

The “Cool Czech Republic” competition is part of CzechTourism’s “Czech Republic as a Cool Destination for Young Travelers” project.

The competition organizer is:  
Czech Tourist Authority – CzechTourism  
Vinohradská 46  
P.O.Box 32, 120 41 Prague 2  
Czech Republic

## 3. Competition Schedule

The competition will take place between February 1<sup>st</sup> and March 30<sup>th</sup>, 2014.

## 4. Participants – target for the competition

The competition is designed for university/college students in all fields of study, especially tourism, arts management, marketing and graphic design.

There is a minimum of two students per team. A student can only be part of one team.

The competition is taking place in Germany, Poland, Austria, France, Spain, the Netherlands, Italy and Great Britain.

## 5. Competition Organization

The competition has a single round, and runs individually in each country. The best marketing campaign will be chosen from each country.

All marketing concepts will be presented in the student section at the prestigious Prague International Advertising Festival (more info at [www.piafawards.com](http://www.piafawards.com))

## 6. Jury and Evaluation

The winners will be chosen by marketing experts from the international PIAF Festival jury, CzechTourism representatives and project partners.

### Evaluation criteria:

- creativity, innovation and originality of the proposed campaign,
- relevance of communication channels,
- effective visualization of the campaign.

## 7. Prizes

### 1<sup>st</sup> Place

In each participating country, the financial reward for the winning concept is 240,000 CZK (approx. 8,800 €). This includes tax and will be counted at the current exchange rate. The prize will be paid through the school on a contractual basis.

### 2<sup>nd</sup> to 5<sup>th</sup> Place

Teams in 2<sup>nd</sup> to 5<sup>th</sup> place will receive a package with valuable promotional items.

All competing teams will receive a PIAF certificate of attendance.

## 8. Assignment Details

### What are the expectations of the campaign?

Student teams should draft an original marketing campaign to attract students from one selected university/college in their country to the Czech Republic for a weekend stay. The Czech Republic should be presented as a modern, friendly, accessible and safe destination. A list of targeted universities for each country is included. Teams will select at least one university in their own country for which they will create the campaign.

The campaign must attract the target audience with its originality, highlighting the specifics of the destination and avoiding general platitudes. The campaign should emphasize individual stories and group experiences.

### What will the teams do?

Propose an effective marketing campaign that shows the Czech Republic as a cool destination, including products and graphics.

Select appropriate communication methods for the selected universities, such as social media, university web pages, posters, student magazines and fliers, as well as print, electronic and online media, demonstrating a high affinity for the target group, featuring promotions and special on-campus or off-campus cultural events to represent the Czech Republic as a cool destination.

### What are the campaign limitations?

There are no limitations on creativity, but the campaign must be based on generally applicable principles; the structure of the marketing planning and communication must be feasible and the proposed steps must be clearly substantiated.

The campaign should be applicable to any other university in the same town.

The maximum budget for any participating country is 80,000 €.

### What must the drafts 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](http://www.czechtourism.com). The logo is included with these contest rules.

### **What can we use for pictures of the Czech Republic?**

We assume that every participant will use their own photos of the Czech Republic, but for now the students may access pictures from CzechTourism's photo bank at <http://photo.czechtourism.com/search?lang=en>.

### **What happens to the winning drafts?**

The winning drafts will be presented to media agencies, which will rework the concepts into media strategies and media plans, on the basis of which marketing campaigns will be created in 2015.

The winning teams will complete five visual concepts and take part in the creation of a new media plan.

## **9. Formal requirements**

- a) Each team will present only one marketing campaign draft.
- b) A campaign will have 10 pages maximum (1 page = 1,800 characters); visualizations do not count.
- c) The draft must be in English, except for the slogan/headline which should be in the team's national language.
- d) The campaign will contain seven sub-chapters and three visual concepts (see: Drafts must contain).
- e) All visual concepts must contain the logo Czech Republic – Land of Stories and a link to [www.czechtourism.com](http://www.czechtourism.com).
- f) The first page should be the cover page and summary.
- g) Drafts must be submitted as pdf files (maximum file size is 10 MB) to the [coolcontest@czechtourism.cz](mailto:coolcontest@czechtourism.cz) email address; the deadline is 15:00 on March 30th, 2014.
- h) After verification that all formal requirements are met, the team will receive a registration number.

If all formal requirements are not met, the organizers reserve the right to disqualify the team from the competition.

## **10. Legal notice**

Organizers have full rights and the teams must agree to the publication and subsequent use of their work. The teams cannot make any claims through the organizers or any third parties.

The jury's decision is final and must be accepted by all participants.

By entering the competition, the students indicate that they are aware of and accept all rules and legal notices of the competition.

## **11. Information about the “Czech Republic as a Cool Destination for Young Travelers” project**

The global goal of the “Czech Republic as a Cool Destination for Young Travelers” project is to effectively address a target audience of young travelers and to entice them to visit the Czech Republic. The project goals will be achieved through a communication campaign on the basis of the proposed creative concept and through the creation of an attractive and functional e-platform.

Source countries are Germany, Poland, Austria, France, Spain, the Netherlands, Great Britain and Italy.

Duration of the project: April 1st, 2013 – July 30th, 2015

Project budget: 25,000,000 CZK, of which 21,250,000 CZK is a EU donation (Integrated Operational Programme).

## **12. Contact**

If you have any questions, please contact us at [coolcontest@czechtourism.cz](mailto:coolcontest@czechtourism.cz) or at +420 221 580 472

Markéta Pátková – Project Manager

### **Attachments:**

- Cover sheet — front page of the competition draft
- Logo: Czech Republic – Land of Stories
- List of selected universities for the individual countries