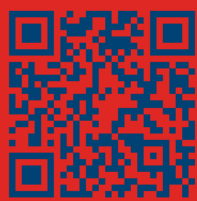


The Czech Republic is cool!

Design a marketing campaign to prove it and win 8,800 €!



WHO?

You and your friends! At least two students from any field of study are required to make a team.

WHAT?

Think of a concept for a real marketing campaign that introduces the Czech Republic as a cool destination for young travelers.

WHEN?

The competition runs from 1 February 2014 to 30 March 2014.

WHERE?

This student contest is running at individual universities in various countries across Europe. The winning concepts will be presented at selected universities in those countries.

WHY?

The winning team will receive a financial award amounting to 240,000 CZK (approx. 8,800 €). All teams will also receive the opportunity to participate in the prestigious Prague International Advertising Festival.

HOW?

Complete contest rules can be found on the website www.czechtourism.com/coolczechrepublic or you can contact us at coolcontest@czechtourism.cz