

COMMUNICATION, POPULAR CULTURE & FILM

CPCF CAMPAIGN CHALLENGE

March 1st 2024



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Campaign Challenge Aims

01



The Campaign Challenge provides students with an extraordinary applied communication learning event. CPCF faculty introduce a contemporary communication problem and challenge student teams to develop and present (pitch) a creative communication campaign solution. Finalist teams pitch their ideas to a panel of communication experts.

02



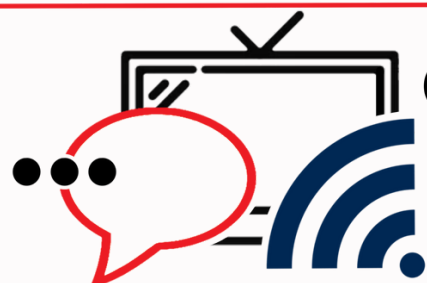
Along with prize money, finalists are recognized by fellow students, the wider Brock community, and industry professionals as demonstrating superior creativity and excellent communication skills.

03



The campaign challenge aims to train concrete skills (critical thinking, problem solving, strategic, creative communication) in high demand by businesses, non-profit organizations, and policy makers. Participating students may gain an edge in competitive fields such as branding, advertising, marketing, public relations, risk mitigation, media production, health, environment, political and civic institutions.

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COMMUNICATION
POPULAR CULTURE
& FILM

Why should I enter?

- Apply your knowledge and express your creativity
- Experience something new
- Bond with peers and engage in friendly competition
- Network with industry judges
- Refine in-demand critical thinking, problem solving, and strategic communication skills
- Obtain a resume entry that makes you stand out
- Exhibit your work to a wider audience
- Create a portfolio sample of your work to show to potential employers or grad schools



Prize money

1st Place - \$1,000

2nd Place - \$600

3rd Place - \$400

2024 CPCF CAMPAIGN CHALLENGE

Are you ready for a
challenge?

- Adidas seeks a creative agency to improve its brand reputation damaged by a celebrity sponsorship crisis.
- We invite 3rd and 4th year students to form student communication agencies (groups of 2 to 4 members, including at least 1 CPCF student) to develop a targeted, strategic creative communication campaign to solve Adidas' brand reputation problem





THE BRIEF: ADIDAS AG



Backgrounder: Adidas, the second-largest athletic apparel and footwear corporation, is known for its three-strip design and fateful mergers of sport and art. In 1986, the budding hip-hop band Run DMC stepped over the then-dominant rock and roll genre in fedora hats, lace-less Adidas runners and Adidas tracksuits to ignite a street fashion and cross-over music trend that extended Adidas credentials from track and field to popular culture. Adidas wooed established and upcoming artists (Pharrell Williams, Rita Ora) with generous profit sharing, name placement, global distribution deals and creative nurturing. In 2013, Kanye West, seeking respect and creative freedom, brought his luxury sneaker line Yeezy to Adidas. West became a billionaire and Yeezy accounted for 10% of Adidas' global profit annually for nine years.

Brand Crisis: In October 2022, Adidas' Yeezy deal faced a crisis after Ye circulated anti-Semitic and racist comments on social media, podcasts, and his t-shirt. On Oct 25, 2022, Adidas severed its contract with Ye, halted Yeezy business, and denounced Ye's hate speech as a violation of "the company's values of diversity and inclusion, mutual respect and fairness." Ye fell off the Forbes billionaire list. Adidas's share price entered a tailspin. Adidas made its decisions public through continual press release updates, instated new management, and launched a corporate review. Instead of destroying \$1.3 billion worth of Yeezy inventory, Adidas undertook strategic block sales to stabilize its financial picture and enable \$120 million in donations to flow to the Anti-Defamation League, Philonise Floyd Institute for Social Change, and other organizations and projects dedicated to combating hate speech.

Communication Objectives: Adidas' current objectives are to prevent market position slippage, block rivals from weakening the brand's share of voice, deflect criticism, and maintain Adidas' credibility. To achieve these aims, Adidas seeks a campaign that visualizes and activates some combination of its core values -- courage, ownership, innovation, team play, integrity, and respect -- to engage 18- to 24-year-old Canadians. Adidas believes "impossible as nothing," and frames current near-term pain as an opportunity to forge longer-term brand gain. If your agency is prepared for a creative challenge, Adidas wants to hear from you. Tone: awe, wonder, creativity, light humour.

THE BRIEF: ADIDAS AG

Deliverables:

1. A clear creative campaign idea and title
2. A target audience profile and synopsis of 18- to 24-year-olds' current brand perception
3. Visualization of the campaign idea in images, video, and/or sound (storyboard or other)
4. An experience, event, and/or digital interface to activate and engage 18- to 24-year-olds
5. Campaign timeline and media plan
6. Budget: \$1.5 million, plus appropriate media buying budget, presented as a pie chart that indicates the percentage of budget allocated to various campaign components

HOW TO PARTICIPATE

1. Form a team of 2-4, 3rd or 4th year students, including at least one CPCF student.
2. Begin by reading the brief and examining the “problem” you are to address. Preliminary steps to prepare the proposal should include researching the brand, as well as terms and concepts the brief raises. Imagine your team is an advertising and marketing agency.
3. Write your response to the brief to convince the client (the brand) to speak to you about your marketing proposal and potentially invest money into your idea.
4. Format your response

Prepare a slide deck that outlines your campaign, covering all deliverables. Include the following:

A cover slide with a title that conveys your pitch to the brand and identifies team members. You may include your agency’s name, if you wish

Body: Communicate your campaign idea in a clear, legible, succinct, logical fashion

Provide enough detail to explain the campaign logically

Incorporate tables, images, and charts to summarize research and highlight and make your ideas vivid

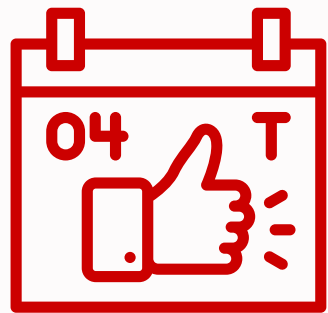
Conclusion

Aim to provide enough slides to support a 20-minute presentation

Cite all research references and any pertinent additional information in footnotes or endnotes



HOW TO ENTER THE CHALLENGE



- Review the contest rules
- Nominate a team leader and register to enter no later than 10:00 am on February 9 via the [registration form](#) with the following information:
 - The first and last names of all team members
 - The Brock University email address of each team member
 - The program and year of study of each team member
 - Expressed consent for the disclosure and publication of the team members' names, programs, years of study, and content of responses to the brief in promotional or other related materials
- Submit your slide deck before the entry deadline



HOW ARE FINALISTS SELECTED

- Up to three finalist teams will be selected by a panel of Brock University faculty and staff based on the merits of the submissions on criteria such as creativity, feasibility, and excellence
- Finalist teams will be notified by email. Other entrants will have the chance to have lunch with the judges
- Teams who are selected to be finalists must create a pitch presentation to be shared at a panel with contest judges on Friday, March 1, 2024. A Q&A session will follow the pitch presentations.

CPCF CAMPAIGN CHALLENGE EVENT

- *Event Date:* Friday, March 1, 2024
- *Time:* 1:00-4:30 p.m.
- *Location:* On campus (TBD)
- *Information:* Available at [website](#)
- *Email:* CPCFpitch@brocku.ca
- *Application Deadline:* February 9, 10:00 a.m.



NEED SUPPORT

- If you need help to...

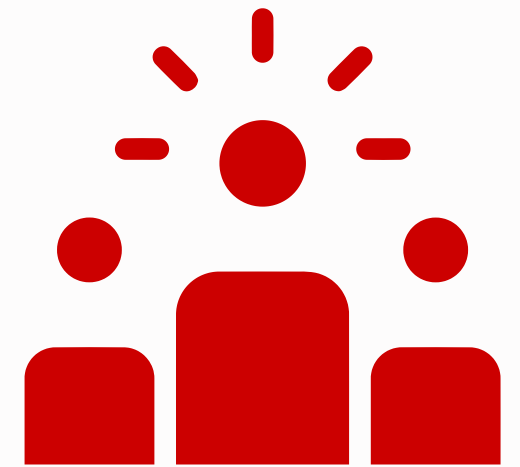
Form a team or find a CPCF group member ...

Obtain more information ...

Learn how to produce a campaign and slide deck ...

Solve a technical difficulty while registering or submitting slide deck ...

Contact CPCFpitch@brocku.ca



CPCF CAMPAIGN CHALLENGE

ELIGIBILITY & RULES

- The CPCF Campaign Challenge is run by the Brock University Department of Communication, Popular Culture and Film and is governed by the rules posted at the following [link](#).
- Please be sure to read the entire section to avoid disqualification or disappointment.

EXPERT JUDGES

Stephanie Lasica

Consumer Health and Lifestyle Public Relations Consultant, Argyle



Marc MacDonald

Corporate Communications Manager, City of Welland



Claire Terrio

Digital Marketing & Communications Specialist, Framar



CAMPAIGN CHALLENGE

FACULTY AND STAFF

- Jackie Botterill, Associate Professor
- Anthony Kinik, Associate Professor
- Michelle Chen, Assistant Professor
- Duncan Koerber, Assistant Professor
- Pina McDonnell, Academic Administrator
- Connor Wilkes, Digital Media Coordinator
- Jordan Belanger, Academic Advisor & Internship Coordinator