

Advertising Career Talks

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All you need to know about marketing and advertising competitions

- CIM (Chartered Institute of Marketing) The Pitch
- DMA Breakthrough Award
- EdCom (European Institute for Commercial Communications Education), EACA (European Association of Communications Agencies)
- D&AD (Design & Art Direction) New Blood Awards
- MAD Stars

- *This session does not include most US competitions.

CIM

| The Pitch

THE PITCH

BE THE FUTURE OF MARKETING

Watch The Pitch promotional video here:

<https://www.youtube.com/watch?v=UvIaCHTqYy8>

Partnered by

HAYS Working for
your tomorrow

EVERYYOUTH

Partnered by

MINTEL

BE THE FUTURE OF MARKETING

Registration deadline: **01 December 2023**

Watch The Pitch promotional video here:

<https://www.youtube.com/watch?v=UvIaCHTqYy8>

#CIMpitch

To find out more visit: <http://www.cim.co.uk/the-pitch>

EVERYYOUTH

- A global competition
- Open to postgraduate and undergraduate students (2nd or 3rd yr)
- In teams of 2 or 3
- A real-life marketing challenge set by a charity, enhancing students' employability and practical marketing skills
- Find out more about The Pitch here: <https://www.cim.co.uk/events/the-pitch/>

- Registration deadline: **1 December 2023**
- Two separate challenges for UG and PG students, with each having its own final
- Those who make it through to the virtual final will pitch their ideas to a panel of marketing experts
- 5 teams from each category to the final; pitch on **15 March 2024**
- **IMPORTANT:** the competition does not allow UG and PG to be on the same team

Both challenges will be based on **EveryYouth**, a Charity Partner of Hays.

Hays plc is a British multinational company providing recruitment and human resources services across 33 countries globally

<https://www.hays.co.uk/about-us/charity>

HAYS' PARTNERSHIP WITH EVERYYOUTH

- EveryYouth help homeless young people into employment, education and training pathways.

- **Undergraduates**

Considering the current economic climate, **how can EveryYouth drive a positive online experience to increase engagement.**

- **Postgraduates**

Develop a volunteer engagement marketing strategy that is designed to attract and retain volunteers who are committed to the charity's mission. This should include strategies to recruit, train, and retain volunteers, as well as recognition and reward programs.

1st Place

- Winner of The Pitch 2024 and our 'Marketers of the Future' award.
- One-year complimentary CIM professional membership for each team member.
- A complimentary 'Specialist Award' qualification by CIM Academy. (CIM Academy terms and conditions apply)
- A virtual one-hour session with HAYS Chief Marketing Officer Inken Khulmann-Rhinnow.
- A virtual CV writing and hints and tips workshop by Hays.
- Case study based on the 2024 Pitch winners participation will be created and posted on the CIM Pitch website until the 2025 campaign.
- A digital winner's badge/certificate will be supplied by CIM.

All finalists

- Digital 'The Pitch 2024 finalist' badges and certificates.

DMA Breakthrough Award, sponsored by Barclaycard

**Closing date:
29th October 2023**



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The challenge

- Barclaycard want your help to change Gen Z's perceptions of credit cards (drive brand consideration for Barclaycard) and get them to start using Barclaycard (100,000 new customers) by refocusing on the benefits for younger customers (that BNPL don't offer)
- BNPL: Buy Now Pay Later (e.g., Klarna and ClearPay)

**We would like
to see your**

**Get-Who-To-
By
creative brief**

- Focus your brief on the following framework:

Get - Target consumer

Who - Consumer Problem

To - Desired response

By - One message/action

- *You can find more information on Get-Who-To-By here [here](#).

Get

A description of your target audience

Who

The problem your audience is facing

To

The perception or behavior we want to stimulate

By

The proposition that you are offering

What happens next?

- DMA Talent will review entries and invite students to attend the London regional heat on 17th November 2023.
- The finalists will be invited to pitch to the client on 5th December 2023 and attend the DMA Awards that evening.

DM
Data &
Marketing
Association

A Talent /

Inspiring the
next generation

Articulate your big idea for the campaign **one side of A4 in pdf format**. This can be visual, words or if you prefer audio or film.

Please submit your idea via the DMA website (*link on the website on the next slide) by midnight on **Sunday 29 October 2023**.

You can enter as an **individual or as a team of two or three**.

Web link here

<https://dma.org.uk/talent/dma-breakthrough-award-2023>



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EdCom Ad Venture

Only available for the member institutions



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Ad Venture

- The first Pan-European competition that gives students the opportunity to experience what it is like to work in Advertising by creating their own campaign, in response to a brief from a real client.
- Launched in 2008 and each year, almost 100 teams with more than 300 international students participate in the challenge
- The winning team goes to the Cannes Lions Festival. Participants get free access to WARC.



- Lipton® ICE TEA
- Launch: September 2023, Submission: End of March 2024
- 3 finalist teams pitch their project directly to the client in April 2024
- The winners will have the opportunity to live the Cannes Lions International Festival of Creativity 2024.

D&AD New Blood Awards



**D&AD
New Blood
Awards**



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- In Advertising courses/degrees, the most widely used and recognised
- Usually, briefs are out in November, with the entry deadline in March
- Usually, 16-17 briefs per year. Side Hustle category newly added a few years ago.



New Blood Awards 2024

Want to hear when New Blood Awards 2024 briefs launch? Share your email and we'll let you know the moment the briefs drop.

Name

Email

Country

 

Register your interest



Masterclasses



D&AD New Blood Awards 2023

Kick start your career in advertising and design with an award for students, graduates, and aspiring creatives.

The 2023 winning work, with Pencil levels, has been announced. See the Winners below.

[Winners](#)

[New Blood Awards '24](#)

[Portfolios Winners](#)

[Tips & tricks](#)

MAD STARS (previously called AD STARS)

<https://www.adstars.org/adstar/main/AdstarMainView.do>



MAD STARS

- International advertising festival which combines creativity with cutting-edge technology
- Focus on creative solutions and tech
- Held in Busan, South Korea every summer

NEW STARS

&

YOUNG STARS

- NEW STARS: marketing, advertising and PR professionals with less than 5 years of experience in their career
- YOUNG STARS: Advertising/Marketing students. Winners of the creative competition can earn internships with some of the top advertising agencies in the world, such as Cheil, Havas, or Serviceplan.
- Both the NEW STARS and the YOUNG STARS programs welcome teams of up to two applicants.
- In 2023, the final deadline to enter and submit an application was 7th June). NEW STARS and YOUNG STARS took place in Busan, South Korea, 22nd – 25th August 2023



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Questions?



Thank you