



## OCMC

ONTARIO COLLEGES'  
MARKETING COMPETITION '09

### StudentAwards 10 Day Challenge!



**Studentawards is throwing down a challenge! We're offering you the opportunity to create and execute a real life marketing campaign.**

#### THE CHALLENGE:

To get as many students as possible to become members of [www.studentawards.com](http://www.studentawards.com) – in 10 days! The team, whose marketing savvy generates the largest number of new studentawards.com members between October 26, 2009 and November 4th 2009, wins! You'll want to squeeze all your creative juices to encourage as many students as you can across Canada to sign up through your campaign.

#### THE REWARDS:

- **Glory!** Your winning team will be announced and honoured at the Gala Dinner and Awards Banquet
- **Bragging Rights!** Use the win on your resume as a foot in the door as you launch your marketing career.
- **Exclusive Access!** Your team will be treated to a mentoring session with the Studentawards team, including the President and CEO – you set the agenda, Studentawards provides the inside track.
- **Cash!** \$1,500 in cash to sweeten the pot – use your share to pay for necessities or to treat yourself to something unexpected.

#### YOUR TEAM:

Should you choose to accept this challenge, your team must consist of 2-6

OCMC 09 participants and you must register your team by midnight October 22nd, 2009.

**HOW TO ENTER:**

To enter the Studentawards 10 Day challenge, simply register your team by emailing [ocmc@studentawards.com](mailto:ocmc@studentawards.com) with your team's name, and each member's full name, mailing address, and email address. Please include "Studentawards 10 Day Challenge" in the email subject line.

**YOUR RESOURCES:**

Obviously, your imagination and your strategic marketing sense. We also highly recommend that you take advantage of absolutely everything at your fingertips: Facebook, My Space, Twitter, YouTube, campus events and more to maximize your reach. Our hint to you: the viral component of your execution is very important and could give your team the winning edge.

Studentawards will provide each team with a unique URL and specific tracking ID in order to keep track of registrants that sign-up for Studentawards through your campaign. Your team will also be provided with access to a live report to view the most up-to-date campaign results. This will give your team the chance to adjust and modify your strategy to achieve greater results.

**YOUR FINAL REPORT:**

At the end of your campaign, your team will be required to provide Studentawards with a brief report (no more than 1 page), outlining the overall campaign strategy and execution used in driving traffic to the Studentawards website and encourage membership. Whether your team used social media websites or print elements (flyers/posters), or you called everyone you know and begged ☹, just tell us how you did it and provide us with samples of your work (URLs and screen shots of any online elements, sample print ads etc).

**REGISTER YOUR TEAM NOW!**