



The Integrated Marketing Communication Association is a hybrid scholastic media marketing organization built for the 21st century.

The professional fields of advertising, graphic design and multimedia content creation are merging and evolving. The ability to craft the right message, both verbally and visually, and to connect that message with the right audience across a variety of different platforms is quickly becoming one of the most valuable skills a young professional can possess, regardless of field.

Launched in 2022 from our headquarters at the University of Mississippi School of Journalism and New Media, which houses the nation's largest undergraduate degree program in Integrated Marketing Communications, IMCA seeks to bring together, honor and educate the country's strongest, most creative and media-savvy high school students through the variety of new contests and learning opportunities detailed in this packet.

Join us as we venture forth into this new and exciting frontier.

Submission Deadline: Feb. 20, 2023

**Inaugural IMCA National Convention: March 30-31, 2023
at the University of Mississippi**



NATIONAL STUDENT MEDIA MARKETING CONTESTS TEAM CAMPAIGNS

Student-produced media marketing campaigns involve a group of students researching and developing a series of different media elements for a client around one central message and goal. IMC will award national championships in six (6) different types of these campaigns:

1. **Event Campaign (EC)** – promotes attending specific events(s) – concerts, pageants, sports, festivals, etc.
2. **Product Campaign (PC)** – promotes sales for specific retail product(s) – art, apparel, food, novelties, etc.
3. **Service Campaign (SC)** – promotes purchasing/engaging with specific service(s) – lawncare, haircare, music lessons, transportation, etc.
4. **Advocacy Campaign (AC)** – aims to raise awareness and/or action for a specific charity, cause or issue such as drug addiction, mental health, holiday food drives, supporting a local animal shelter, etc.
5. **Student Media Publication Awareness Campaign (SMAC)** – aims to expand audience engagement and/or size for scholastic media publication such as a student newspaper, yearbook, broadcast, magazine, website, etc.
6. **Student Media Publication Sales Campaign (SMSC)** – promotes the sale of a scholastic media publication such as those listed above.

Clients may be local businesses/nonprofits, other school organizations, or the media/marketing staff itself. Campaigns may be either hypothetical (proposed) or actual (already executed). Each campaign must be developed by a team of 1-5 students, with unlimited teams per school allowed in each category. Each entry should be submitted as a single PDF document not longer than ten 8.5x11 pages, and must include (at minimum) each of the sections below. The design of the packet, as well as the inclusion of any additional visuals, graphics, hyperlinks or supplemental info is at the discretion of the team, so long as the total packet does not exceed the ten-page limit.

- I. **Cover Page** – Include the title of your campaign, along with the category, school, team members, etc.
- II. **Overview & Executive Summary** – Describe your client, the problem or need your campaign addresses, the theme/strategy of the campaign itself, and the results (if applicable).
- III. **Objectives & Metrics** – What specific objectives does/did this campaign seek to accomplish? What metrics will be/were used to determine your success?
- IV. **Target Audience** – What customer group or groups does/did this campaign target and why?
- V. **Timeline** – Describe the length and schedule of activities for the campaign.
- VI. **Budget** – Include a realistic, accurate budget of the resources proposed or used.
- VII. **Creative Media** – This should be the packet's largest section. Include descriptions, photos or screenshots of materials you created for this campaign (print ads, social media posts, marketing events, etc.)

Submission instructions are on the following page. Finalists will be announced no later than March 1, and the top five (5) teams in each of the above categories will be invited to present their work to a panel of judges and compete in our Shark Tank-style finals at the inaugural IMCA National Convention on March 30-31.



NATIONAL STUDENT MEDIA/MARKETING CONTESTS INDIVIDUAL

These contests are meant to honor individual high school students who have produced top-quality persuasive media and/or graphic design elements for a client, publication, or for themselves. Unlimited entries are allowed per school.

1. **Logo Design (LD)** – Include design + a brief description of the client, concept and purpose (50-word limit)
2. **T-shirt Design (TD)** – Include design + brief description of the client, concept and purpose (50-word limit)
3. **Sports Hype Video (HV)** – Include hyperlink to video + brief description of the client, concept and purpose (50-word limit). Must be posted publicly, 2-minute maximum runtime.
4. **Social Media Influencer (SMI)** – Must be enrolled as a student at your school. Include usernames or hyperlinks to all accounts + any relevant data on reach, impressions, audience engagement, revenue, etc.
5. **Social Media Ad** – Post(s) created to promote brand, product or service. Include post(s) + a brief description of the client, concept and purpose (50-word limit)
 - a. **SMA1** = single post
 - b. **SMA2** = collection of 2-4 coordinating posts
6. **Print Ad** – Advertisement created to appear in a print publication, full page or less. Include ad(s) + a brief description of the client, concept and purpose (50-word limit)
 - a. **PA1** = single ad
 - b. **PA2** = collection of 2-4 coordinating ads
7. **Poster** – Promotional ad intended for mounting and display. Include design(s) + a brief description of the client, concept and purpose (50-word limit)
 - a. **PO1** = single poster
 - b. **PO2** = collection of 2-4 coordinating posters
8. **Audio/Radio Ad** – Audio-only promotional message, 1-minute maximum runtime. Include hyperlink(s) to content + a brief description of the client, concept and purpose (50-word limit)
 - a. **AC1** = single commercial ad
 - b. **AC2** = collection of 2-4 coordinating commercial ads
 - c. **AA1** = single PSA/advocacy ad
 - d. **AA2** = collection of 2-4 coordinating PSA/advocacy ads
9. **TV/Video Ad** – Audio/video promotional message, 1-minute maximum runtime. Include hyperlink(s) to content + a brief description of the client, concept and purpose (50-word limit)
 - a. **VC1** = single commercial ads
 - b. **VC2** = collection of 2-4 coordinating commercial ads
 - c. **VA1** = single PSA/advocacy ad
 - d. **VA2** = collection of 2-4 coordinating PSA/advocacy ads

To submit:

- Each entry should be a single, self-contained PDF. Edit the file name of each entry to follow this format: CategoryCode_School_StudentName. Ex: TD_EastLakeHS_JohnnyRingo
- If submitting multiple entries by the same student in the same category, add a 1, 2, 3, etc. to the end of the filename. Ex: TD_EastLakeHS_JohnnyRingo1, TD_EastLakeHS_JohnnyRingo2, etc.
- Batch all entries from the same school into one Google Drive folder (no subfolders) and share the entire folder with **IMCAscholastic@gmail.com**.