

The Advertising & Design Club of Canada 2006 National Student Competition

WIN BIG BY THINKING SMALL!

**Call yourself creative, do you? Prove it.
Make something big out of the iPod nano.**

The Advertising & Design Club of Canada invites all students in advertising, graphic design, editorial design and interactive programs to compete in the 2006 ADCC National Student Competition.

The Apple Grand Prize

It's a top-of-the line 17" Apple Powerbook, plus a 60GB ipod with video capabilities... sweet!

London International Cash prizes

There are three \$500.00 cash prizes, generously donated by the London International Advertising Awards.

All winning entries will be published in the Advertising & Design Club of Canada's 2006 Awards Annual and the grand-prize winner may receive their prize live at the Awards Show in Toronto on November 2th, 2006.

WHAT You NEED to Do to WIN?

How do you win?

**Think big about the smallest iPod.
And strut your best stuff.**

You can submit work in one of four categories. Show us your big idea.

1. Advertising

Create a campaign for iPod nano consisting of the following:

Television: Script and storyboard for a 30-second television spot.

Print: Single page magazine ad (bleed 8.25 x 10.75 inches or trim 8 x 10 inches).

Out-of-home: Create a concept for a wall mural that would appear on a space 75 feet high by 50 feet wide.

All copy must be included. Ads can be full colour or black and white. You can use any forms of photography, illustration and typography. A brief rationale or strategy must be included.

2. Graphic Design

Design a new promotional brochure for the iPod nano. It could be a simple, small and elegant brochure or it could be a huge, multi-paged extravaganza. Whatever you think works best. A brief, well-written rationale or strategy must be included.

3. Editorial Design

Design a double-page editorial spread for iPod nano that is designed to appeal to the target market. You must choose and specify a magazine, such as Rolling Stone or Wired, to base your work upon. Designs can be full colour or black and white. A brief rationale or strategy must be included.

4. Interactive

Create a campaign for the iPod nano consisting of the following two elements:

Website – create a new website for iPod nano.

Interactive Viral Component* - create a viral component that will increase awareness, drive traffic and create a “buzz” for the nano and your website.

Your submission – including the website and viral component – must contain a minimum of 3 pages/screens up to a maximum of 7 pages/screens. Your site can take advantage of all web technologies such as HTML, Java and Flash. It can incorporate an audio component along with any visual elements you choose, such as stills, graphics and video. Submissions must be submitted on CD/DVD.

**The term “viral” refers to the idea that people will pass on and share cool and entertaining content; this is often sponsored by a brand, which is looking to build awareness of a product or service. These viral commercials often take the form of funny video clips, or interactive Flash games, images and even text. Viral marketing is popular because of the ease of executing the marketing campaign, relative low-cost, good targeting, and the high and rapid response rate.*

Use of Entries. All entries become the property of APPLE CANADA and the ADCC and may be featured in future APPLE CANADA and ADCC advertising and promotions without remuneration. By entering this promotion, entrants agree that APPLE CANADA and the ADCC may use and publish their name and entry in all media and types of advertising and promotion. Entrants further agree that their submitted statements are expressions of their personal belief and opinion.

The Advertising & Design Club of Canada is solely responsible for the management, execution, judging and selection of the winners of the competition.

Apple’s sole responsibility is providing prize for the award.

Entry Rules

Are you eligible?

This is for all full-time students attending a recognized post-secondary institution and studying in an advertising, design or interactive media program. Students may enter individually or in teams of two. You can enter more than one category, an unlimited number of times, but each entry must be accompanied with its own forms and fee.

How to enter

All entries, except interactive, must be mounted on foam core to a maximum of 18” x 24”. Interactive must be on CD/DVD. Be sure that any CD or DVD plays on all computers with those types of drives.

Fill out three entry forms for each entry. Attach two entry forms with each item submitted and enclose the third in a separate envelope with your cheque. Your instructor has entry forms or you can download them from our website.

The entry fee for each submission is \$10 for ADCC members and \$15 for non-members. All entries become property of the ADCC.

Deadline

We want your entries and we want them now!

Send in your entry by the **EARLY BIRD DEADLINE** of 5 p.m. on Thursday, April 6th, 2006. Entries received by the early deadline will be eligible for a draw for one of three free tickets to the ADCC Awards Show.

The **ABSOLUTE FINAL DEADLINE** is 5 p.m. on Thursday, May 4th, 2006.

The BRIEF

Make your ideas bear fruit. Start here.

The brief:

Background: If you haven't heard of the iPod, where have you been? For those who have, you know that the iPod has helped Apple be a leader in the digital music revolution since it rocketed on to the scene in 2001. And it continues to be the one that everybody wants, pocketing a 75% share of the MP3 player market.

Your objective: Create sustained interest in the iPod nano, driving sales in a manner that maintains or grows market share.

The target: The core group is 18-35 year-old men and women who like their music, podcasts and photos – they're digital and on the go! But don't forget, the iPod is unlike any other music player – with unprecedented appeal to a remarkable spectrum of ages and personalities.

The current perception: The iPod has become part of modern culture and is seen everywhere. Just about everyone knows what it is. And it's the one that everybody wants.

What do we want people to think?

That the iPod nano is **THE** cutting edge MP3 player in the marketplace and more; the nano is their passport to the digital age. It is the one they "must have." They should go out and buy one. Right away.

For more information, contact the ADCC at:

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