



# IDM STUDENT MARKETING COMPETITION 2012

## Terms and Conditions

### Section 1: Introduction

The IDM Student Marketing Competition is an annual event, underwritten by the Institute of Direct and Digital Marketing and sponsored by a client.

Further information about the Institute can be found at [theidm.com](http://theidm.com).

This year's case study is provided by BMW and their agency Partners Andrews Aldridge. For more information on these companies go to [bmw.co.uk](http://bmw.co.uk) and [andrewsaldridge.com](http://andrewsaldridge.com).

All materials are covered by copyright and cannot be copied or used for anything other than the purposes outlined in the Terms and Conditions without the express permission of The IDM, BMW and Partners Andrews Aldridge. All the materials provided are confidential and are only for the use of academics and students in the context of the competition and for teaching purposes.

All queries regarding the competition must be made in the first instance to the IDM's Education Department whose details are at the end of this document. BMW or Partners Andrews Aldridge **must not** be approached about the brief.

### Section 2: Competition Schedule

From 1 October 2011	Team leaders to register and obtain unique team code at <a href="http://urthebrand.co.uk/competition">urthebrand.co.uk/competition</a> .
2 March 2012	Declaration from Project Supervisors of number of entries being submitted.
<b>4 May 2012 (noon)</b>	<b>Final closing date for entries to arrive at the IDM.</b>
w/c 28 May 2012	Top five entries selected for client review.
w/c 4 June 2012	Two finalist teams invited to pitch.
w/c 18 June 2012	Finalists pitch to the client and agency.
28 June 2012	Annual awards ceremony in London.

## Section 3: Entering the Competition

### Who may enter?

- i. The Competition is open to full-time final and second year undergraduates and full-time Masters degree students attending UK and Republic of Ireland colleges of higher education and universities. Team members do not have to be in the same year, or the same course.
- ii. A **maximum of six** and a **minimum of three** students are allowed, and each team must have a lecturer as a **Project Supervisor**. Project Supervisors can manage a number of teams.
- iii. Students do not have to be enrolled in a direct marketing course, but team members **must** be enrolled in a **business or marketing-related** course.

### How many teams per university/college?

- i. There is no limit to the number of entries per college or university. Limitations are based on the realistic number of teams that can be managed by any given Project Supervisor.
- ii. The competition may be completed as a required class project/assignment, as a self-directed study project, or as an advertising/marketing club activity. If the Supervisor wishes, marks may be given as part of the activity.
- iii. The campaign must be prepared solely by students with **no outside help**. Student teams are forbidden to make use of outside consultants, agencies, typesetters, design studios, printers, or graphic designers.
- iv. Project Supervisors may **guide in the manner of teaching**, but they **must not develop/help to develop** the business and marketing strategies, the creative plans, the budgeting or make final decisions regarding the campaign.

### How to enter the competition (*for Students*)

- i. Go to [urthebrand.co.uk/competition](http://urthebrand.co.uk/competition) to download the brief for the competition.
- ii. Allocate a member of your team to be Team Leader who will be the main point of contact with the IDM.
- iii. Obtain your unique team code. Team Leaders to register at [urthebrand.co.uk/competition](http://urthebrand.co.uk/competition) to be allocated a code.
- iv. Read Section 4: Submitting an Entry, for rules on presentation and format of the entry.
- v. Visit the IDM Student Marketing Competition FACEBOOK page regularly for information and updates to help you with the brief (<http://on.fb.me/qOlwYt>).
- vi. Submit your entry online at [urthebrand.co.uk/competition](http://urthebrand.co.uk/competition) no later than **Noon on Friday 4 May 2012**.

#### **Section 4: Submitting an Entry**

- i. Entries should be **no more than 25 sides of A4 for the main text** (excluding the contents page) plus **up to 25 pages of Appendices** (relevant supportive information and creative ideas).
- ii. The title page must contain the following information (in the order listed below).
  - i. Team Code
  - ii. Name of Campaign
  - iii. Team Name
- iii. Each entry should have a contents page.
- iv. The team code should appear on each page.
- v. All entries must be typed in Word format. A minimum of size 12 type should be used and text must be a minimum of 1.5 line spaced with all pages numbered.
- vi. Creative samples may be included in the Appendices. Students may prepare their **own** artwork (colour or black and white). Computer graphics are acceptable if produced by a student on the team but teams will not be penalised for submitting “roughs”. Photography undertaken by team members is also permissible.
- vii. Entries should be submitted as a single **pdf document** containing both the main text and the appendices.

**The rules of the competition require that each entry be judged “blind” therefore individual’s names/universities should NOT appear anywhere on the submission, INCLUDING THE TITLE PAGE.**

#### **Section 5: Judging Procedures**

- i) Entries are judged on pre-set criteria and evaluated by a panel of direct and digital marketers drawn from the profession, the IDM, and the Sponsors.
- ii) All entries are marked once, and the strongest then go to a second stage. Based on the grades over the 2 stages, up to 5 finalists are selected for the client to judge. Names of the finalist teams will be announced at [urthebrand.co.uk/competition](http://urthebrand.co.uk/competition).
- iii) The client will then invite 2 teams to ‘pitch’ their entry to decide a winner, and the winners will be announced at the annual awards in London on 28 June 2012. At least one member of the two teams must be able to attend the awards.

#### ***Causes for disqualification***

By entering the Competition it is understood that the Project Supervisor and all team members have read and agreed to the Terms and Conditions governing the competition.

***Any violation of the rules will result in disqualification, such violations include:***

- An ineligible person on your team
- False research or plagiarism
- Soliciting or accepting outside help
- Failure to submit the main text, and appendices (where applicable), to the IDM by the deadline (noon, 4 May 2012)
- Failure to include team code on the submission
- Failure to follow presentation guidelines
- Incomplete submission or too lengthy entry
- Use of professional art or typesetting (even if it is free on campus)
- Name of university and/or names of team members on the submission.

**Section 6: The Terms & Conditions**

- i. All student teams are advised to retain a full copy of their entry submission for their own records. The Institute of Direct and Digital Marketing and the Sponsors cannot be held responsible for any presentation materials that are lost or damaged.
- ii. All team members and the Project Supervisors must agree that all entries become the property of the IDM, the Client and the Sponsors, for any use whatsoever and that no compensation for services will be made now or in the future.
- iii. No correspondence will be considered in relation to the entry/entries.
- iv. No results will be provided before the dates indicated in this document.

**Education Department contact details:**

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