



Design Competition and Awards

*Category 2
Marketing and Branding*

Design Competition and Awards

Welcome to Category 2! This brief caters for those innovative minds that can sell the proverbial “ice to an eskimo.” If you have an original approach to marketing creative products and initiatives, this brief is for you!

STEP 1 - Choose your category

1. Category 1 - Art / design / film / music
2. Category 2 - Marketing / advertising

STEP 2 - Check out the prize

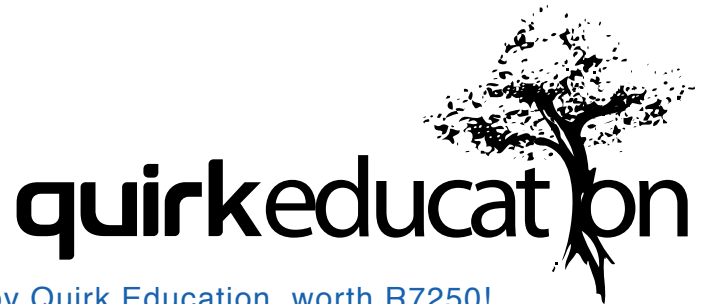
You can win the **Digital Marketing** course by Quirk Education, worth R7250!
For more info, follow the link on our website or visit www.quirk.biz

STEP 3 - Get creative

Be sure to read the brief, hand-in specifications, entry requirements and terms and conditions carefully before you start. Remember, with Category 2 you have 2 options to choose from.

STEP 4 - Enter your work

Fill in the entry form **BEFORE 15 SEPTEMBER 2013** and email it together with your final pdf proposal to helloambassador@gmail.com



Category 2 - Marketing and Branding

The Brief: Promoting creativity

The 2013 Hello Ambassador Conference was a huge success, now it is time to plan for the next conference. You are appointed as the new Brand Manager for Hello Ambassador and have to come up with an innovative marketing idea for the 2014 Conference. For this you have two options:

- 1) Keep the existing format of Hello Ambassador and use the current branding to plan the 2014 conference marketing campaign
- 2) You have creative freedom to adjust, improve or completely change the brand. You can also add new features and extension of the Hello Ambassador brand if you choose.

Hand-in specifications:

Once you have your innovative idea, you need to supply us with the following:

- Brand Statement
- Target Market
- Product Offering (What are you offering at the event)
- Marketing Strategy
- Marketing Platforms
- Marketing Material Mock-ups
- Budget

Entry requirements:

1. All entries must be submitted in pdf format via email and should be packaged as ONE proposal. Include visuals to support your ideas.
2. In the case of video or audio material assisting your campaign, you can upload your video / audio file to the online platform of your choice and include the link in your proposal.
3. There are no size, length or dimensional limitations but all non-digital work should be documented with photographs and/or video.
4. All entries must be submitted via email to helloambassador@gmail.com with the subject field: "DESIGN AWARDS ENTRY."
7. The closing date is 15 September 2013 at 23:00. No late entries will be accepted.
8. All entries must be accompanied by a fully filled in entry form (downloadable on website). Entries without an entry form will not be accepted.
9. Your emailed entry should not exceed 20MB (the standard gmail limit). Should it be bigger, please upload it to dropbox and send us the link.

For any questions regarding this brief, please email us at:
helloambassador@gmail.com

**Entry forms can be downloaded from our website*

***Please be sure to read the terms and conditions included on the entry form*

Partners and Collaborators

Hello Ambassador is brought to you by:

POSTBOX

PostBox is an **arts and culture** initiative with the aim to provide upcoming and struggling creatives with a platform to feature their art, design, photography, graffiti, music, film, animation, poetry, dance, fashion, architecture, etc. The PostBox initiative includes an annual publication, regular events and exhibitions, online media, workshops, and the Hello Ambassador creative conference.

For more information, visit our website or refer to the Hello Ambassador information booklet.

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