

2022 Excellence in Creative Education Scholarship Application

Name:	
Address:	
Phone:	E-mail:
Year: Class of 2023 <input type="checkbox"/>	
Track: Art Direction <input type="checkbox"/> Creative Brand Management <input type="checkbox"/> Strategy <input type="checkbox"/> Copywriting <input type="checkbox"/> Experience Design <input type="checkbox"/>	

Your Assignment: Choose an everyday product. Now use what you've learned at the Brandcenter to create a strategic campaign that makes your product a household name..

What we're looking for: Show us that you can make even a mundane product extraordinary, compelling and desirable. We want to see your strategic and creative skills working together to tell a story that will solidify a connection between your product and your audience. Inform the uninformed. Convert the skeptical. Do whatever you think it takes to break through and sell it.

Deliverables:**1) The Plan**

Develop a creative brief. The emphasis is on **BRIEF**. It could be a single page or just some drawings – just as long as it is **not a PowerPoint** and you identify:

- Consumer behavior toward and/or current beliefs about your product
- How you plan to change these beliefs and/or behaviors
- Channels for communicating your message
- Potential obstacles to your message reaching its audience
- A key insight, a **Big Idea**, about your product that will make it relevant and desirable

2) The Pitch

Demonstrate how your **Big Idea** could be brought to life as consumer campaign. Give us **one example** of how you best envision the campaign, whether it's a print ad mockup, a TV storyboard, a video, a packaging concept or just a stick figure drawing—you decide what it will take to show that your **Big Idea** will do the best job of selling your product.

Note: You are being evaluated primarily on your ability to uncover an insight about an audience and product (a **Big Idea**) and show how you would translate that insight into consumer communications. The endpoint here is a "concept" for a campaign. **We do not expect to see a complete campaign or even polished executions.** A successful entry should be heavier on thinking than doing.

The scholarship recipient will be publicly recognized at The Richmond Show on April 29. We will notify the recipient prior to this date via email.

Please submit your application to the Advertising Club of
Richmond no later than 5 p.m., Friday, April 22, 2022.
Email applications to hello@richmondadclub