



TUF ENOUGH Mechanics

Mechanics

1. This event is open to all enrolled students in the Philippines in G12 or an undergraduate degree concentration in any college or university.
1. Eligible students must form a team from the same campus to join the marketing pitch.
 - Teams may consist of a minimum three (3) members and a maximum of four (4)
 - It's advisable the team has members with proficiency in presenting, research, marketing, graphic design and the like.
 - The team may be composed of a mix of G12 and college students.
2. Any number of teams may join from one university but a student may only be part of one team.
3. There will be two (2) phases to the competition. The preliminary round and the final five.

Preliminary Round

1. The team must come up with a marketing pitch for the different TUF Gaming peripherals. (P3, M3, K3 and H3) details of which you can view in the official ASUS website or in the section below.
2. The marketing pitch must have the following segments:
 - Introduction
 - Product Information
 - Product Advantage & Benefits
 - Proposed marketing campaign answering the question: “How do you become tougher with TUF Gaming peripherals in the new normal for students?”
 - Resource Links for TUF Gaming Products
 - TUF Gaming P3 - <https://www.asus.com/ph/Accessories/Mice-and-Mouse-Pads/TUF-Gaming/TUF-Gaming-P3/>
 - TUF Gaming M3 - <https://www.asus.com/ph/Accessories/Mice-and-Mouse-Pads/TUF-Gaming/TUF-Gaming-M3/>
 - TUF Gaming K3
- <https://www.asus.com/ph/Accessories/Keyboards/TUF-Gaming/TUF-Gaming-K3/>
 - TUF Gaming H3 - <https://www.asus.com/ph/Accessories/Headsets-and-Audio/All-series/TUF-GAMING-H3/>
3. The marketing pitch must be presented and recorded.
 - Any number of members may present but must be wearing smart casual, have a webcam feed and clear audio.
 - The group may use any video recording and editing software.
4. The video presentation must be submitted by July 14 (11:59 PM) on the given submission form.
 - Video submission is through an **UNLISTED YOUTUBE LINK** placed in the submission form at the bottom of the webpage acadarena.com/tufenough
 - Video must **not be more than** 5 minutes long.

5. Only five (5) teams will advance to the finals with the following criteria.
 - Content & Research (50%)
 - Creativity & Originality (40%)
 - Adherence to Theme (10%)

Final Round

1. The five (5) teams will be announced on July 16 (5:00 PM) via the AcadArena and ASUS Facebook pages.
2. The finalists will have to edit their video presentation based on the FF:
 - They will be sent a set of TUF Gaming Peripherals to keep, review and add to their video presentation.
 - AcadArena and ASUS will likewise send notes on how they can improve their presentation.
 - The finalists must include a story and profile of their mentor, teacher, admin from their school they want to award an ASUS desktop to if they win.
3. The finalists may alter their original presentation as much as they want.
4. Finalists will have to submit their updated presentation by July 23, 2021 (8:00 PM)
5. The finalists must be online on July 24, 2021 where AcadArena will be broadcasting the video presentations, after which they finalists must be available to answer questions from our panel.

Items to be shipped for integration in Final Round presentation

1. TUF Gaming K3
2. TUF Gaming M3
3. TUF Gaming H3
4. TUF Gaming P3

Disclaimers

1. Due to logistical and time constraints, the organizers cannot control the efficiency of shipment of the TUF Gaming peripherals required during the Final Round. Packages may arrive at different times for different finalists. Unfortunately, no special extension will be given—we encourage all finalists to prepare their updated pitch with this consideration.
2. Any form of plagiarism, blatant or accidental, or actions that affect the integrity of the competition will disqualify the team in any stage of the competition.
3. Finalists with a winning pitch agree to allow ASUS TUF Gaming to feature them on their social media platforms with credits

Prizing

1. 1st Place: One (1) TUF Gaming peripheral set for each student in the group, and one work from home PC set for their chosen mentor.
2. 2nd Place: Four (4) TUF Gaming H3 Headsets
3. 3rd Place: Four (4) TUF Gaming M3 mice and P3 mousepads