



The One Club
2013 College Competition



CREATIVE BRIEF

Create an innovative fundraising campaign that sheds light on the global education crisis and creates active new members of the PoP movement. This 3-month fundraising campaign will raise \$1,000,000 and build 40 new schools between Laos, Guatemala, and Ghana.

There are 61 million primary aged children who lack access to education. We believe that together, we can help solve this crisis. We are looking to create a share-worthy new campaign that will utilize multimedia and stunning visual storytelling to drive social advocacy and fundraising. The campaign should be highly visual in content and bring the issue to life through a relatable presentation.

A strong call to action will drive users to a campaign microsite that will be linked to StayClassy.org where he/she will be able to create a personal fundraising page benefitting PoP. An effective fundraising campaign is one that utilizes peer-to-peer sharing on social media to maximize awareness and donations from family and friends.

Furthermore, we aim to convert all participants into long term supporters through this campaign, with creative running across digital and print media.

Supporting the main activity will be customer relationship management, across a number of touch points.

BRAND HISTORY

Pencils of Promise ("PoP") is a 501(c)3 nonprofit organization founded in 2008 with the goal of increasing access to quality education by creating schools, programs, and global communities around the common goal of education for all. In just 4 years, PoP has broken ground on 100 schools throughout Laos, Nicaragua, Guatemala, and Ghana.

PoP does not do charity work. We don't give handouts. We work together to empower children and adults in each community by increasing access to education and building permanent and successful schools. From day one, we ensure the village views the school as their own and takes ownership of its ongoing maintenance and support. Beyond building a school, we also offer a supplemental SHINE curriculum, scholarship program, and teacher training. The SHINE (Sanitation, Health, Identity, Nutrition, and Environment) program is designed to foster long-term practices that support the health and well-being of the community and the environment.

This is an organization that is proud to be led by passionate young individuals who want to change the world for the better. We believe in empowering each person, regardless of status or position, to make a positive impact on the world.

We believe education creates opportunity and should be extended to every child across the globe. It is our greatest tool for societal development. Right now, there are 61 million children without access to education. Together, we can create education for all.

CURRENT BRAND STATUS

Pencils of Promise's creative and adaptive digital team develops the organization's online presence both on our websites and other places on the internet. Our primary focus is on reaching out and creating long lasting relationships with the highest number of people.

Thanks to our adept use of the Internet for activism and outreach, we have the largest social media following out of any nonprofit started in the last 5 years. Pencils of Promise actively engages on social media and between our channels we have over 500,000 followers. Over the last 12 months PencilsOfPromise.org has received 1.3 million pageviews, a 10% increase over the previous 12 months. We have also exceeded 1 million views on our YouTube channel.

Because of our ability to cultivate and harness such large numbers of people, in 2010 we were awarded with a World Leadership Award, Vanity Fair Power of Youth Award, and won the British Airways: Face of

Opportunity contest. Our digital campaigns have also been highly acclaimed with our Holiday 2011 campaign Made with Pencils, receiving a feature on Google Creative Sandbox and PencilsofPromise.org selected as a finalist for the SXSW 2011 Interactive Award.

In addition to creating stronger relationships with supporters on social networks, our email marketing program also maintains and solidifies the relationships with our more than 80,000 subscribers through weekly e-news and other e-mails.

BRAND TONE & AESTHETIC

Non-traditional, not the usual nonprofit look and feel and geared toward the younger generation. Please refer to Brand Book in the Resources and Assets section for a detailed overview.

Please note that our entire website will be undergoing a redesign this year to reflect our new clean, minimal brand aesthetic. Overuse of sketch-like fonts and designs is discouraged. For examples of our updated branding, please refer to the 2011 Annual Report, Brand Book, and 2012 Executive Summary in the Resources and Assets section.

TARGET AUDIENCE

As we begin to mature the brand to appeal to a broader audience, our target for this campaign is the millennial generation. We also want to reach the media because we know that we reach more consumers when our ads get media coverage.

PAST PoP CAMPAIGNS

- ~ Made with Pencils - <http://www.pencilsofpromise.org/madewithpencils>
- ~ Schools4All - <http://schools4all.org/>
- ~ Impossible Ones Promotional Video (site is down) - <http://www.youtube.com/watch?v=FXrnbPIghJA>

RESOURCES AND ASSETS

All Assets can be downloaded at this URL: <http://www.pencilsofpromise.org/oneshow>

- ~ Logos
- ~ PoP Photos
- ~ Manifesto
- ~ 2012 Executive Summary
- ~ Brand Book (draft)
- ~ 2011 Annual Report

****IMPORTANT NOTE:**

The material that you create for this contest may make use of the PoP's name and logo. "Pencils of Promise" owns the rights to its name and logo. You acknowledge and agree to the following:

- ~ You do not acquire any rights to the PoP name and/or logo by their use in any submitted materials.
- ~ Your right to use the PoP name and/or logo is restricted to this single use. If you wish to use the PoP name and/or logo on other items or in other way, please contact us at info@pencilsofpromise.org.
- ~ Pencils of Promise reserves the right to withdraw permission for you to use the PoP name and/or logo at any time.
- ~ No work created can be posted on YouTube, Facebook, Twitter or any other social media platform.

MEDIA ASSIGNMENTS (all assignments are based on the main brief)

Advertising

- ~ **Integrated Branding Campaign (3 pieces min.)**
Develop a fundraising campaign that will build 40 new schools in the developing world and raise awareness about Pencils of Promise's efforts to bring light to the global education crisis. The campaign must utilize three-to-five media channels.
 - ~ **Non-Traditional Advertising (Single or Campaign of 3-5 pieces)**
Come up with a non-traditional approach to promote PoP and its mission to bring quality education to the developing world. Think innovatively and realistically. This category includes outdoor, guerilla, environmental pieces. (Students may create a new logo or use the existing logo.)
 - ~ **Television (Single or Campaign of 3-5 pieces)**
Create a TV spot(s) that promotes PoP and its mission to shed light on the global education crisis in a way that is relatable, inspiring, fresh, and immediately compels you to take action.
 - ~ **Print (Campaign of 3-5 pieces)**
Create a series of print ads to be placed in magazines, newspapers, and appear as posters.
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Interactive

- ~ **Online Ad (Single or Campaign of 3-5 pieces)**
Create online ads (i.e. banners, games, viral) that introduce PoP's mission in their new branding themes. (Students may create a new logo or use the existing logo.)
 - ~ **Website (Single or Campaign of 3-5 pieces)**
Design a microsite for PoP's fundraising campaign that will integrate within PencilsofPromise.org. Stayclassy.org will be used as the campaign's fundraising platform and will house individual fundraising pages. Using the StayClassy.org API, we will be able to pull in the top 10 fundraisers on to the microsite. The site functionality, UX, and design will be of chief importance. (Students may create a new logo or use the existing logo.)
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Design

- ~ **Logo Design (Single or Campaign of 3-5 pieces)**
Create a logo that can represent our new campaign. Present the design in both full-color and grayscale versions.
- ~ **Corporate Identity Campaign (3 pieces min.)**
Design an identity system of corporate collateral that can be used by PoP to support the new campaign. Submit a campaign of at least three items, including a logo (required), letterhead, envelope, business cards, fax cover sheet, etc.
- ~ **Product Design (Single or Campaign of 3-5 pieces)**
Design a series of products that PoP can use to promote our cause: T-shirts, gift bags, mugs, stickers, etc. (New logo design is also part of this assignment.)

Welcome to the 2013 Young Ones Competition. Below are the specifics on how to enter your work in each category.

ENTRY INSTRUCTIONS, BY CATEGORY

Advertising

Integrated Branding Campaign

- ~ Send in a hardcopy of the entire campaign printed on **UNMOUNTED** paper **NO larger than 20"x40" (51 cm x 102 cm)** or as a Quicktime file (**.mov format, under 3 minutes**) uploaded to the Young Ones entry site that showcases the entire campaign for judging. If you have any problems following these specifications, please contact us.
- ~ Print the entry label through the online entry system and securely attach it to the back of each ad. **Note:** This is only required if sending in a physical entry, not necessary if uploading a mini movie.
- ~ In addition to submitting a hardcopy or mini movie, it is also required that you upload digital image(s) of the work during the online registration process. See instructions below.

Non-Traditional Advertising

- ~ Send in a hardcopy of each ad or campaign printed on **UNMOUNTED** paper **NO larger than 11"x17" (A3)** or as a Quicktime file (**.mov format, under 3 minutes**) uploaded to the Young Ones entry site that showcases the entire campaign for judging. For campaigns, tape each ad side-by-side accordion-style. If you have any problems following these specifications, please contact us.
- ~ Print the entry label through the online entry system and securely attach it to the back of each ad. **Note:** This is only required if sending in a physical entry, not necessary if uploading a mini movie.
- ~ In addition to submitting a hardcopy or mini movie, it is also required that you upload digital image(s) of the work during the online registration process. See instructions below.

Television

- ~ Quicktime files (**.mov format, under 60 seconds**) uploaded to the Young Ones entry site for judging. **Please Note:** For campaigns, each spot must be uploaded as a separate file. If you have any problems following these specifications, please contact us.
- ~ In addition to submitting the Quicktime file(s) for judging, it is also required that you upload digital image(s) of the work during the online registration process. See instructions below.

Print Campaign

- ~ Send in a hardcopy of each piece of the campaign printed on **UNMOUNTED 8"x11" (A4) or 11"x17" (A3)** paper for judging. Tape each ad side-by-side accordion-style. **Please Note:** It is **REQUIRED** that you send in a hardcopy of your campaign. Please contact The One Club if there is any reason that you cannot.
- ~ Print the entry label through the online entry system and securely attach it to the back of each ad.
- ~ In addition to submitting the hardcopy for judging, you are also required to upload digital image(s) of the entry during the online entry registration process. See instructions below.

ENTRY INSTRUCTIONS, BY CATEGORY

Interactive

Online Ad(s) / Website(s)

- ~ Provide a **URL** in the online entry system for judging. There is no need to physically send in submissions. **Please Note:** For live work, entry must be password protected (login details should be provided in description on entry site), or contain a disclaimer indicating that the work is solely for the Young Ones Competition and is not commissioned by the client.
- ~ For non-live work, upload a Quicktime file (**.mov format, under 3 minutes**) that showcases the work for judging. Or upload JPEG images showing a mockup of the work. If you have any problems following these specifications, please contact us.
- ~ In addition to submitting the URL or mini movie for judging, you are also required to upload digital image(s) of the entry during the online entry registration process. See instructions below.

Design

Logo Design

- ~ Send in the logo design (In both color and grayscale) printed on **UNMOUNTED 8"x11" (A4) or 11"x17" (A3)** paper for judging.
- ~ Print the entry label through the online entry system and securely attach it to the back of the printouts.
- ~ In addition to submitting the hardcopy for judging, you are also required to upload digital image(s) of the entry during the online entry registration process. See instructions below.

Corporate Identity Design

- ~ Send in a hardcopy of the entire campaign printed on **UNMOUNTED** paper **NO larger than 20"x40" (51 cm x 102 cm)**, showcasing all elements on one sheet for judging.
- ~ Print the entry label through the online entry system and securely attach it to the back of the presentation board or printout.
- ~ In addition to submitting the hardcopy for judging, you are also required to upload digital image(s) of the entry during the online entry registration process. See instructions below.

Product Design

- ~ Send in the **actual products** (designed t-shirts, bags, mugs, etc.) or a printout of the design, showcasing all elements on one **UNMOUNTED** sheet **NO larger than 20"x40" (51 cm x 102 cm)** for judging.
- ~ Print the entry label through the online entry system and securely attach it to the back of each printout or product.
- ~ In addition to submitting the hardcopy or physical pieces for judging, you are also required to upload digital image(s) of the entry during the online entry registration process. See instructions below.

The Young Ones online entry site will be up in **February, 2013**. All entries must be registered on our online entry site, **www.theyoungones.org**, and the physical submissions for the judging must be sent to The One Club along with entry labels, itemized list and payment confirmation. All necessary documents can be printed out through the entry site.

ENTRY INSTRUCTIONS

Digital Files for Upload

You must upload digital images for **ALL** entries. This process will be required during the online entry registration. These images will NOT be used for judging.

Image specifications:

- ~ High res JPEG, 5MB max
- ~ 300 DPI, RGB color mode
- ~ The longest side should be between 2400 - 4800 pixels
- ~ For entries with multiple images, name the file followed by `_a`, `_b`, `_c` so that it is clear this entry is a campaign or has multiple pieces.

Entry Fee(s)

- ~ \$30 USD per entry (regardless of single or campaign). Students can enter more than one entry in the same or different categories.
(e.g. 1 entry in Integrated Branding and 1 entry in Product Design = \$60 USD).
- ~ There will be a \$10 USD late fee added to each entry registered after the **March 8, 2013** deadline.

Entry Fee Payment Options

- ~ **Option A:** Students register and pay for their own entries.

At the end of the online entry registration, students can chose ONLINE PAYMENT using a Credit Card or select OFFLINE PAYMENT and send in a Check or Money Order along with the submissions.

- ~ **Option B:** Students register the entries and school pays for the submission: This can be done in two ways:
 1. **GROUP PAYMENT CODES:** With this new method of entry, an exclusive customized Group Payment code can be created for schools and classes, which students can use to enter their own work as individuals, and then when the school administrator is ready, the code can be turned off and one invoice will be generated for all of the student entries, making the entry process more efficient. ***Also note that a cap can be placed on the number of times the code can be used.*
 2. Instruct your students to chose the **OFFLINE PAYMENT** option at the end of the online entry registration. The school then collects the OFFLINE PAYMENT FORMS from all students and sends them in with the payment.
- ~ **Option C:** School registers and pays for their students submissions: At the end of the online entry registration, schools can chose ONLINE PAYMENT using a Credit Card or select OFFLINE PAYMENT and send in a Check or Money Order along with the submissions.

Note: Payments from schools must be received by The One Club on or before **Friday, March 22, 2013**.

Deadline

All entries must **ENTERED** on the online entry system and **ARRIVE** at The One Club by **Friday, March 8, 2013**.

Entrant Eligibility

Entrants must be college students or enrolled in an accredited advertising or graphic design program. Entrants from non-accredited advertising or design programs must be approved by The One Club prior to the submission of entries. You are **NOT** eligible if you are working at an agency as a copywriter or art director. Internships are acceptable. Students do not have to be a member of The One Club in order to participate in the College Competition.

Awards and Honors

One Show Pencils, along with cash prizes, are awarded to each winning team. All winners and finalists will be published in the One Show Annual.

Winners / Finalists

The finalists will be contacted in **April 2013**. All awards will be presented during the Young Ones Education Festival in May 2013 in New York City. All entries become the property of The One Club and will not be returned. All finalist work will be retained by The One Club for use in the One Show Annual. The entrant also grants permission to The One Club to show or license others to show, edit and publish the entries at such times and in such manner and media The One Club deems appropriate. The decisions of the One Show Judges are final, including determinations as to eligibility.

Usage Rights

The One Club will act as a liaison to ensure that the client will contact the students if they decide to publish or produce any work entered in this competition.

Client Pitch Competition

The seventh Annual Client Pitch Competition will be held during the education Festival. All entrants for the College Competition are eligible to participate upon separate registration. The 10 selected teams will give a live presentation in front of a panel of judges. The results of the College Competition do not exclude anyone from participating in the Client Pitch Competition.

Contact the One Club

If you have questions regarding submission preparation, format, specifications or other details regarding entering the 2011 One Show College Competition, please contact The One Club's Education Department at **212-979-1900** or e-mail us at **education@oneclub.org**.