

## **MPOWER Financing Digital Marketing Case Competition Requirements and Rules**

1. **Eligible Contestants:** Any student enrolled at one of the [350+ schools MPOWER supports](#) may enter the competition. Students may compete singly or in teams; teams may be comprised of as many students as the team captain deems appropriate.
2. **How to Enter:** Contestants must complete the required registration form for their team (one form per team), along with all Submission Requirements set forth in Appendix A, no later than Monday, February 24, 2020, at 8:00 a.m. ET.
3. **Restrictions on Copyrighted Material, Logos, and Trademarks:** All materials submitted should be free of any logos or trademarks (for example, sweatshirts with the name of a particular university) or copyrighted material other than MPOWER's logo. Contestants must have the legal rights to all images and music used in their submission. This means that material must be either (a) original, (b) in the public domain, or (c) material that the Contestant has paid for or has otherwise been granted legal permission to use. If the ad utilizes any original material, (for example, music or images) the Contestant waives any ownership or related rights in such original material. Furthermore, if a video or graphic contains the image of a person and this image is not in the public domain, the Contestant(s) must have the permission of the individual depicted to include his or her image in the submission.
4. **Designation of Eligible Submissions:** An MPOWER employee will first review all submissions to determine which submissions were (a) submitted prior to the deadline, (b) include one or more digital ads, and (c) include the required presentation (see Appendix A for details). All submissions meeting these three requirements will be deemed Eligible Submissions.
5. **Evaluation of Eligible Submissions and Designation of Finalists:** A panel of MPOWER's choosing will then evaluate all Eligible Submissions based on the Judging Criteria set forth below. The judging panel will score each submission against each criterion on a 5-point scale (5=outstanding, 1=poor), for a total maximum score of 25. MPOWER will then establish a threshold score, and the submissions exceeding this threshold score will be designated as Finalist Submissions. MPOWER expects to designate no more than five of the top-ranked submissions as Finalist Submissions. The Contestants submitting the Finalist Submissions will be deemed Finalists.
6. **Selection of Winners:** MPOWER will ask all Finalists to present to a panel of MPOWER judges. Finalists may elect to present in-person or by video conference; any travel to present in-person shall be at the Finalists' expense. Presentations may be up to 15 minutes, with 15 minutes of Q&A with the judges.
7. **Judging Criteria:** The judges will rate submissions (and for the final round, oral presentations) according to the following criteria, which will be equally weighted:
  - The expected effectiveness of the ad campaign in reaching the target market;
  - The extent to which the team has data-driven evidence backing up their claims that the ad campaign will effectively reach the target audience;

- The creativity and uniqueness of the ad campaign;
  - The visual appeal of the ad campaign; and
  - The insightfulness of the team's presentation.
8. **Prizes:** First prize will be \$1,500; second prize \$1,000, and third prize \$500. All prize money will be split equally among team members, with appropriate tax withholding.
  9. **Release:** By submitting an entry, Contestants consent to allow MPOWER to use the work submitted, in whole or in part, as-is or in edited form, as a digital ad without prior notice of any kind.
  10. **Sharing of performance data:** In the event that MPOWER elects to run any ad developed for this contest, MPOWER will share with the team developing the ad data on the ad's performance vis-a-vis the existing creative in that geographic market (e.g., the ad had a 10% better click rate than the existing creative). Team members may use this information on their résumés or LinkedIn profiles.

## **Appendix A: Detailed Submission Requirements for MPOWER Digital Case Competition**

1. The team must first select ONE of the following markets for which to design an ad campaign:

- India
- Nigeria
- Ghana
- Brazil
- Mexico
- Vietnam
- Taiwan
- China
- Bangladesh
- Pakistan

MPOWER encourages the team to select a market in which at least one team member has lived or worked.

2. The team must complete and submit a registration form, which can be found [here](#).

3. Using this registration form, the team must submit ALL of the following no later than February 24, 2020, at 8 a.m. ET:

- a. An original digital ad or series of ads that promotes MPOWER to MPOWER's target market (individuals age 22-35 with an undergraduate degree looking for a loan to pursue a graduate degree in the USA or Canada in Fall 2020) in the geographic market selected. This ad must be developed to be delivered via a paid social media platform in wide usage among MPOWER's target market in that country.
  - (i) This ad may consist of text and graphics, or be a video up to 15 seconds or less (.mp4 format, please), or be some sort of interactive ad. Contestants may provide up to 3 versions for A/B testing. Any A/B versions or additional ads created as part of the campaign should be submitted under a single registration form; each team should only submit one registration form.
  - (ii) The ad should be designed for a platform that is widely accessible by the target market in the country in which the ad will run. Ad content should be formatted appropriately for the platform specified and conform to the platform's policies and terms of service for advertisements.
  - (iii) The ad may be in a language other than English if that language is spoken by members of the target market in the country selected. If the ad is in a language other than English, you must provide an accompanying English translation.
- b. A presentation using any presentation software (e.g. PowerPoint, Google Slides) that addresses the following questions:

- Who is the intended audience for your ad (by country, gender, major/degree program, and/or marketing persona)? How big a market segment is this in the country you have chosen?
- What is the ad's key message and call to action and why will this resonate with the intended audience? If possible, cite any data, examples of other successful campaigns to this target market, results of focus groups you conducted with students at your school or elsewhere, etc.
- What platform should these ads be placed on? Why did you select this platform, and what is the best way to maximize use of this platform for the target market?
- How can MPOWER reach its target customers with this ad campaign without reaching individuals outside its core segment? In other words, how can it maximize click-through rates while minimizing cost per click and the cost of customer acquisition with this campaign?
- What ideas do you have to leverage this ad across other marketing channels?

The presentation should also include:

- A short bio of all team members, emphasizing team members' experience living or working in the country you have selected, as well as any experience designing or implementing digital marketing campaigns (please highlight results!);
- Evidence that the team has the right to any images or music included; and
- Any other information the team deems appropriate to assist in the judging decision.