



## The Marketing Society Star Creative Student of the Year **2019 Brief**

### About the award

The Marketing Society is a global network of leading marketers. We encourage our members to become bolder leaders, helping them think differently about the challenges they face. In the 55 years since we began, we've become one of the most influential drivers of marketing in the world.

In Scotland, the Marketing Society has a thriving community dedicated to promoting the value of marketing and building a world leading community as well as supporting and nurturing talent in the industry and fostering links between the creative and marketing industries. Our annual Star Awards offer the opportunity for marketers to have their achievements over the past year recognised and rewarded as well as providing a stage for future stars to shine. Find out more at [starawards.marketingsociety.com](https://starawards.marketingsociety.com)

The Star Creative Student Award was introduced to encourage students from creative disciplines to get involved in marketing and consider the opportunities a career in that direction might offer. The winner of the award will be offered a placement with either client or agency, a really worthwhile chance to gain relevant experience as well as of course an opportunity to impress.

All the finalists get the opportunity to attend the Gala Awards dinner where the winner is announced and also get a year's membership of The Marketing Society Scotland (worth £500).

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The brief

**Imagine a large empty room (think urban gallery size).  
The walls, floors and ceiling are all white so it's an  
empty canvas.**



First, we'd like you to consider what would you do with the space. What would you use it for? You might want to develop a one off event or create a pop up shop – what's your big idea? What is your theme and what would that look like? You might want to consider something with more of a social focus, it's totally your call.

Most importantly, we want you to think about the brief from a marketing perspective. We encourage you to do your research – consider your audience, generate an insight and think about why your idea is the right one. You'll need to be able to demonstrate all of this to the judging panel if you are shortlisted. We'll be looking for a strong solid strategy that works but we also want to be blown away by your creativity. To get on the shortlist you'll need to navigate the following challenge:

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## The challenge

If you were only able to promote your idea via Instagram to grab people's attention, what would your initial teaser post be? What would your image/s look like and what would it say in the accompanying post?

## Your response

Your response can be submitted in a PDF or JPEG format no later than 5pm on **Friday 12th April 2019**. You can submit your entry online at [marketingsociety-star.awardsplatform.com](http://marketingsociety-star.awardsplatform.com)

The judging panel will then review all entries and announce the shortlisted candidates by **Friday 26th April 2019**. Those who have been shortlisted will be invited to come and deliver an elevator pitch to the judging panel on **Thursday 9th May 2019** explaining their big idea, the thinking behind it and what success would look like.

The winner will be announced at the Star Awards Gala Dinner in Glasgow at the Hilton Hotel on 13th June 2019. **Please note, all shortlisted entrants will be invited to attend the dinner.**

**Good luck!**

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