



2008 ONE SHOW COLLEGE COMPETITION

ADVERTISING AND DESIGN BRIEFS

WWW.ENTRONESHOW.ORG

KUNG FU FOR YOUR PORTFOLIO.

YOU'LL TAKE YOUR PORTFOLIO TO THE NEXT LEVEL AND GET SOME KICK-ASS WORK IN YOUR BOOK WHEN YOU COMPLETE ONE OF OR BOTH THE 2008 ONE SHOW COLLEGE COMPETITION BRIEFS.

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 ineligible if you are working at an agency as a copywriter or art director.

AWARDS AND HONORS

One Show Pencils will be awarded to the winning copywriters, art directors and designers. A \$3,000 Gold, \$2,000 Silver and \$1,000 Bronze prize will also be 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 2008. All awards will be presented at the One Show Education Festival in May 2008 in New York City and will become part of the Traveling One Show Exhibition. 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 decision of The One Show Judges are final, including determinations as to eligibility.

JUDGING

Print, Television and Innovative Marketing categories will be judged by the One Show jury; Interactive entries will be judged by the One Show Interactive jury. In the Innovative Marketing category, entries in different media will be judged together. Also, singles and campaigns will be judged together under Innovative Marketing and Interactive, respectively. Students are encouraged to decide if the work is stronger as a single or a campaign.

CLIENT PITCH COMPETITION

The Fourth 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

If you have any questions regarding entering the One Show College Competition, please contact The One Club's Education Department at +1-212-979-1900 or email us at education@oneclub.org.



ENTRY INSTRUCTION

All entries must be registered on our online entry site www.enteroneshow.org and sent to The One Club along with entry labels, itemized list and payment confirmation. You can print everything out through the entry site. Client's logos are available on this entry site.

Print, Innovative Marketing Entries

- ▶ Print entries must consist of 3 ads only. Innovative Marketing may be single or campaign or at least 3 ads.
- ▶ Print each ad on a 8.5 x 11" (full page) or 11 x 17" (spread) paper.
- ▶ For campaigns, tape each ad side by side accordion-style.
- ▶ Print the entry label through the online entry system and securely attach it to the back of each ad.
- ▶ Send in **unmounted hardcopies** of the work for judging.
- ▶ Upload digital image(s) of the entry during the online entry registration process. See below for the format.

Television Entries

- ▶ Maximum of 60 seconds per spot.
- ▶ Send in the TV spot as a **QuickTime file** on a CD-ROM or DVD for judging.
- ▶ Print the entry label from the online system and securely attach it to the disk case.

Interactive Entries

- ▶ Provide URLs on the online entry system for judging. No need to physically send in submissions.
- ▶ For non-live work, upload a Zip file (maximum 20MB) containing the stand-alone working files during the online entry registration.

Design Entries

- ▶ Create and print your poster on a sheet no larger than 22" x 34". (Since this is a poster design project, students are encouraged, but not required to, print on a large sheet.)
- ▶ Print the entry label through the online entry system and securely attach it to the back of each poster.
- ▶ Send in **unmounted hardcopies** of the work for judging.
- ▶ Upload digital image(s) of the entry during the online entry registration process. See below for the format.

Digital Files for Upload

For Print Campaign, Innovative Marketing and Design categories, entrants must upload digital file(s) of the entry. This process will be required during the online entry registration.

- ▶ 300 dpi, JPEG or TIFF, CMYK
- ▶ Make the larger side of the image no larger than 2400 pixels or 8 inches.
- ▶ 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

\$20 per entry regardless of single or campaign. There will be a \$15 late fee added to each entry registered after the deadline.

ENTRY FEE PAYMENT OPTIONS

(We accept payments with credit cards, checks—payable to The One Show, cash—exact change, or money order.)

▶ Students register and pay for their own entries

At the end of the online entry registration, students can choose ONLINE PAYMENT using a credit card or select OFFLINE PAYMENT and send in a check or cash along with the submissions.

▶ School registers and pays for their students submissions

At the end of the online entry registration, school can choose ONLINE PAYMENT using a credit card or select OFFLINE PAYMENT and send in a check, money order or cash along with the submissions.

▶ Students register the entries and school pays for the submission

Instruct your students to choose the OFFLINE PAYMENT at the end of the online entry registration. The school collects the OFFLINE PAYMENT FORMS from all students and send in with the payment.

Note: The One Club will not refund duplicate payments made by a student and his/her school. Checks from schools must be received by The One Club by Monday, March 3, 2008.

DEADLINE

All entries must **ARRIVE AT** The One Club by **Thursday, February 21, 2008**.

SUBMISSION

Please send your submissions along with all required materials to:
The One Club
Attn: 2008 College Competition
21 E. 26th Street, 5th Floor
New York, NY 10010 USA



ADVERTISING BRIEF — Print, TV, Innovative Marketing, Interactive

CLIENT / PRODUCT

Doritos®



BRIEF / INTRODUCTION

Taking a snack icon to the next level.

Doritos reinvented snacks when they were launched forty years ago as “the new beat in things to eat.” Doritos has always been different from any other snack around—loud, crunchy, oddly shaped and intensely flavored. Much more than a “mindless munch,” Doritos has long been the most engaging snack experience around.

Today Doritos are in half the households in America. It’s the third most popular food brand in this country, after Lay’s and Campbell’s. Hundreds, maybe thousands of new snacks have come around since 1967, but none of them have that unique combination of shape, flavor and crunch that is the Doritos experience. None of them can satisfy that craving for snack stimulation the way Doritos can. When you ask someone why they love Doritos, they’ll often talk about those unique product attributes, but they add up to something bigger that often gets articulated as “*They’re Doritos, man!*”

ASSIGNMENT

We want you to celebrate Doritos larger-than-snack status by making **Doritos advertising that is iconic as Doritos.**

This is NOT a conventional snack advertising assignment—treat your brand and product like an icon. Use the three unique product attributes—**intense flavor, loud crunch, triangle shape**—assumptively. You don’t need to *tell* anyone how crunchy and delicious Doritos are, you just need to revel in how *awesome* they are.

RELEASE FORM

All entrants for the Doritos advertising assignments must sign and send in the release form on the following page along with the entries. Required one signed form per student, regardless of the number of entries he/she makes.

CATEGORIES / MEDIA ASSIGNMENTS (Entrants may enter multiple entries in multiple categories.)

► Print (campaign of 3 ads only)

A campaign of three print ads celebrating Doritos’ iconic status. You may use all three product attributes in all executions, or one execution for each attribute.

► TV (single of campaign of 3 spots)

A single or a campaign of three TV spots celebrating Doritos’ iconic status. You may use all three product attributes in all executions, or one execution for each attribute.

► Innovative Marketing (single or campaign)

Think about what kinds of events, stunts, 3D experiences other icons have. Where do they appear in the world? Doritos should be there too.

► Interactive (single or campaign)

How does iconic presence happen on line? More than just having a microsite, an icon should have some kind of omnipresence on the web. Its own Wikipedia entry. Search engine. Think big.

ALL STUDENTS WHO WORK ON DORITOS ASSIGNMENT(S) MUST SIGN AND SUBMIT THIS FORM ALONG WITH THE ENTRIES.

DORITOS® brand ONE SHOW COLLEGE COMPETITON RELEASE

- 1. My name is: _____
- 2. My date of birth is: _____
- 3. My home telephone number is: _____
- 4. My work telephone number is: _____
- 5. My home address is: _____

Eligibility. I warrant and represent that I am 18 years of age or older and not an employee, contractor, director or officer of Frito-Lay North America, Inc. ("FLNA"), or its parent, subsidiaries and affiliated companies.

Compliance with Rules. I have read and agree to be bound by the Official Rules of the Contest. I represent that I have complied with the Official Rules of the Contest, and that I have not committed any fraud or deception in entering the Contest. I understand that the Contest will be administered under the state and/or federal laws of the United States of America, whether or not I am a U.S. citizen.

Original Submission. I REPRESENT THAT I OWN ALL RIGHTS TO THE SUBMISSION, WITH THE EXCEPTION OF ANY DORITOS® BRAND IMAGES OR ASSETS PROVIDED BY THE FLNA FOR USE IN CONNECTION WITH THIS CONTEST. I WARRANT AND REPRESENT THAT MY SUBMISSION: (a) IS ORIGINAL AND HAS BEEN LEGALLY OBTAINED AND CREATED, (b) DOES NOT INFRINGE THE INTELLECTUAL PROPERTY, PRIVACY OR PUBLICITY RIGHTS OR ANY OTHER LEGAL OR MORAL RIGHTS OF ANY THIRD PARTY, OR VIOLATE APPLICABLE LAWS OR REGULATIONS; (c) HAS NOT BEEN ENTERED IN OR WON PREVIOUS CONTESTS OR AWARDS; AND (d) HAS NOT BEEN PUBLISHED PREVIOUSLY IN ANY MEDIUM.

Release of Claims. In consideration of my participation in the Contest, and for other good and valuable consideration, receipt of which is hereby acknowledged, I, on behalf of myself, my executors, heirs and assigns, hereby waive, release, forever discharge and agree to hold harmless FLNA from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses of any kind to person or property resulting in whole or in part, directly or indirectly, from my participation in the Contest and/or acceptance or use of any prize. I further agree to release and indemnify and hold harmless the FLNA from any and all claims that any commercial, advertising, presentation, web content or any other material subsequently produced, presented, and/or prepared by or on behalf of FLNA infringes on my work as contained in the Submission. I hereby agree that this Release shall be governed, interpreted and construed in accordance with the laws of the State of Texas without regard to conflicts of law rules. I further agree that Collin County, Texas shall be the exclusive forum for the resolution of any dispute arising out of this Release or my participation in the Contest without regard to venue or jurisdictional rules. I UNDERSTAND AND AGREE THAT THIS IS A COMPLETE RELEASE AND DISCHARGE OF ALL CLAIMS AND RIGHTS I MAY HAVE AGAINST RELEASED PARTIES AND THAT NO ACTION WILL BE TAKEN BY OR ON BEHALF OF MYSELF WITH RESPECT TO ANY SUCH RIGHTS.

I declare under penalty of perjury that the foregoing is true and accurate and that this Release was executed at _____ on _____, 2008.

Name (Please print)

Signature

WITNESS: _____



DESIGN BRIEF

CLIENT

This design brief is NOT for Doritos.

BRIEF / ASSIGNMENT

A Political Poster

Graphic design has been used in political posters for decades, in countries where there was oppression, dictatorships, and revolutions. Whether they were used as government propaganda or calls for rebellion, these posters had the power to influence, inform, and iconize. There are two sub-categories for this brief:

- A. Your assignment is to design your own political poster. You may choose a US Presidential candidate, or a current political figure from your own country, and express the individual or his/her beliefs through graphic design. You can be pro or anti. Be creative and communicative.
- B. OR, you can choose to express a cause or social issue through graphic design. Examples of causes/issues are: Pro Choice, Prevent Breast Cancer, Animal Rights, The Homeless, Literacy, Prevent Child Abuse, Go Out And Vote, End Poverty, AIDS Awareness etc. Make it compelling and powerful.

The poster is meant to raise awareness, create interest, or serve as call to action. Use the elements of graphic design to achieve this.

NOTE: This design assignment will be judged by the One Show Design Jury. This is a single-only category, however, entrants may work on multiple pieces in either or both categories.