



2010 CLIENT PITCH COMPETITION

ABOUT CLIENT PITCH COMPETITION

The Client Pitch Competition offers students a chance to win an award by pitching their College Competition entries (NOOKA brief entrants only). While the College Competition is judged solely by creative excellence and idea, the Client Pitch Competition is judged by the ability to create and articulate a focused strategy and the persuasiveness of the marketing pitch.

ELIGIBILITY

2010 One Show College Competition participants who worked on the NOOKA assignment are eligible regardless of the finalist result. Students from marketing and strategy classes who are not part of the creative team may join the team to reinforce the presentation.

TEAMS

4 people maximum per team. In addition to art directors and copywriters, students from marketing programs can join the team.

FINALISTS

The One Club will select the 10 best submissions and notify the teams by Friday April 2, 2010. The 10 finalist teams will give a 15-minute live presentation to a panel of judges on May 12th in New York City.

AWARD

The winning team will be announced and awarded with \$2,000 at the One Show Education Festival Awards Ceremony on the evening of May 12th. The award will be split amongst the team members.

JUDGES

The panel of judges will consist of creatives from top agencies and the client executives.

SUBMISSIONS MATERIALS

- 1 - 2 page pitch letter (typed on a letter-size sheet), giving a brief summary of your pitch and/or a 2-5 minute video.
- Application Form
- 1 set of 2010 College Competition entry printouts (print on a letter-size sheet)
- Submission Fee : \$10 per team/submission (Credit Card or Check payable to The One Club)

SUBMISSION DEADLINE

Submissions must arrive at The One Club by TUESDAY, MARCH 16, 2010.

The One Club (attn: 2010 Client Pitch Competition)

21 E. 26th Street, 5th Floor New York, NY 10010

PAST PRESENTATIONS

The presentation videos from past Client Pitch comps are available on our website (<http://www.oneclub.org/co/podcasts/>).

QUESTIONS

Contact Tiffany Edwards at education@oneclub.org.



2010 CLIENT PITCH COMPETITION APPLICATION FORM

CONTACT INFORMATION

Student Name _____

Address _____

Phone _____ E-mail _____

School Name _____

TEAM MEMBER NAMES

1 _____

2 _____

3 _____

4 _____

AD TITLES

1 _____

2 _____

3 _____

PAYMENT

Visa MC Amex Check Enclosed

Card Number _____ Expiration Date _____

SEND THIS FORM WITH OTHER SUBMISSION MATERIALS

SUBMISSION DEADLINE : TUESDAY, MARCH 16, 2010