

# Frequently Asked Questions (FAQs) about the 2009 – 2010 Case Competition sponsored by the UNICEF TAP Project.

## **Q: How is the Competition executed?**

A: All affiliated AMA Collegiate Chapters are eligible to compete. Interested Chapters submit an official entry form and submit a written case study; a panel of judges then reviews the entries and eight finalists are selected. Judging of the finalists takes place via an oral competition at the Annual International Collegiate Conference April 8-10, 2010 in New Orleans. The winning Chapters receive cash awards. The sponsoring company retains all of the submitted entries and proprietary marketing information submitted by competing Chapters.

## **Q: How can we see the entire case?**

A: The entire case is only available to chapters who have submitted an [Intent to Participate form](#). Once this has been submitted to [collegiate@ama.org](mailto:collegiate@ama.org) the faculty advisor and case competition chapter leader will gain access to the entire case competition via a secure site.

## **Q: My chapter is not sure if we would like to participate in the case competition this year. How can we receive more information in order to make our decision?**

A: In order to decide whether or not your chapter would like to participate in the case competition, it is best to send in the [Intent to Participate form](#), read the case in its entirety and make a decision based on the information presented.

## **Q: Do all members of the case competition team have to be AMA members?**

A: Yes.

## **Q: Can graduate students participate in the case competition?**

A: No, the case competition is only open to undergraduate AMA members

## **Q: How many collegiate AMA members can be involved in the case?**

A: There is no limit as to how many can be involved in the case however; if your chapter is chosen as a top 8 finalist, only 4 members may present your case and you may have 1 other member, in a non-speaking role assist with a/v.

## **Q: Are students required to use the image library (photos) provided by UNICEF or can they use their own creative?**

A: Any creative pieces that use images of children must use the approved UNICEF children's images.

## **Q: Are students required to use only the water facts that are provided with the case?**

A: Any water facts used must be come from those in the water facts sheet UNICEF provided.

**Q: What is meant by a limit of \$300K budget. Can we assume, for example, that if we want to run print ads that we can use donated time/media placement for ad development and placement? In reading the case it does say that UNICEF has received pro bono work and donated media in the past so we're a little unclear as to what we can assume is available to us and what we would have to utilize the budget for.**

A: Please feel free to consider ad creative and media buy fees to all be donated. Production costs for all ads as well as fees associated with events, grass roots marketing, collateral (i.e. posters, hand out materials, video production, talent fees, etc) would all need to come out of the \$300,000 budget.

**Q: Is an environmental analysis required? If so, how in depth would you like us to go with the external and internal environments?**

A: The situational analysis should demonstrate a thorough understanding of the situation facing UNICEF's Tap Project and should include a SWOT analysis or comparable alternative.

**Q: Would you prefer the marketing plan to be brief and include mostly information on the situation analysis?**

A: The point value for judging is 50 points for the marketing plan and 15 points for the situational analysis. This would suggest that most of your emphasis would be on the marketing plan.

**Q: Would you like pictures and illustrated examples of our new approaches and concepts?**

A: The creative execution is part of this project, making examples of your messaging and creative an important part of the project. Pictures and/or illustrated examples would be appropriate.

**Q: Can advisors be judges if their school is submitting a case?**

A: In 2008-2009 faculty advisors were allowed to be judges of the case competition for the first time. However, advisors of schools that were submitting cases were not allowed to participate as judges.

**Q: I am interested in becoming a judge for the case competition. What do I do?**

A: Send an email to [collegiate@ama.org](mailto:collegiate@ama.org). Please include the following:

- Name
- Phone Number
- Email address
- Whether or not you are a faculty advisor
- Name of school you are affiliated with (if applicable)

**Some other general guidelines:**

- Do not use shock tactics or messages that are too dark or gruesome in nature to get your point across (i.e. extremely malnourished children, images of death, etc)
- Humor and unique approaches are great, but sometimes the core message of UNICEF can get lost in attempts to be funny or creative. Do not lose sight of the key message and objectives in your attempts to come up with great creative.

- Please refer to the communication style guide.

Further questions?

Email [collegiate@ama.org](mailto:collegiate@ama.org)