

Student Competition 2010 – student's brief

Challenge

This year the challenge is to promote the town or city in which your university or college is located.

Cities are increasingly competing against each other and need to understand their brand essence, develop a clear identity and market themselves actively to a variety of audiences. This can range from cities competing to host international sports, music and drama events to trying to attract more government funding or more business, industry and tourism, or simply to make its inhabitants feel better about the city in which they live.

We want you to demonstrate a real understanding of the brand essence of your city and to communicate this to your audience in a compelling, effective and credible way.

Desired Position

Persuade your audience to improve their understanding, attitudes and behaviour towards your city.

We want you to persuade your target audience that your city is ideal place to host an event, invest in business, the best place to make a better home for individuals, communities and families or simply make inhabitants feel better and more proud about their city and care more for it environmentally and emotionally.

Client and aim

The jury is a broad base of individuals, including city mayors, communication executives and potential investors looking to be impressed by your understanding of the essence of your city and how you communicate and connect with your chosen audience.

The EFCCE will help secure the commitment from the winning city to run your campaign as part of its own marketing plans, so your ideas could potentially run for real!

Target

Your team can choose 1 or several clients from the following:

Locals to instill a sense of civic pride in their town/city

Businesses to encourage investment in the city

Those outside the city to encourage tourist footfall

You can choose how you wish to connect with your audience, from paid-for advertising to channel and community marketing through the local media or the internet