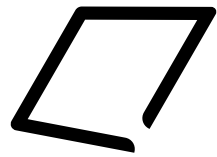


FRESH
AWARD

02

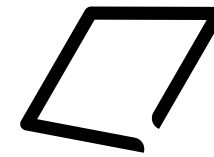
COMPETITION
DOCUMENTS 2020

PASSION



BRAND
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BrandEx Fresh

ASSIGNMENT, SUBMISSION, DEADLINES

Assignment

An existing brand is seeking the following for a cross-channel live campaign with the customary agency briefing: your idea. Inspire the expert jury composed of client, agency and media representatives with your creative talent and innovative communications solutions, which you present in a powerful, incisive concept.

Call for entries & submission deadline

The call for entries for the BrandEx Award will go out on **1 May 2019**.

Please submit your concept by 30 September 2019 at the latest by e-mailing your complete documentation to **fresh@brand-ex.org**. After the end of the submission period, the 3 nominees in each category will be informed about the results in a timely manner.

Submissions for the BrandEx FRESH Award are **free of charge** and not tied to any project period.

Re-briefing

Do you have questions about the briefing? Do you need assistance with submission? Follow our channels and get valuable tips, concept hacks and everything else you need to know every **#freshfriday**.

Awards ceremony on 14 January 2020

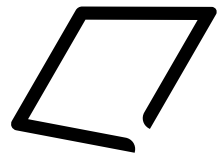
The BrandEx Fresh jury will select the best concepts from among all the entries. The awards ceremony, where the bronze, silver and gold awards in each category will be announced, will be held in Dortmund on the evening of 14 January 2020.

Who can participate?

BrandEx Fresh offers two entry categories:

Universities | Best Fresh Students

The category for all students interested in brand experiences. Whether you're studying design and communications, technology, business or the humanities, anyone interested in event communication, brand architecture and brand events is welcome to put their creative and conceptual talent to the test in this competition. You can participate on your own or in a team of up to five participants. All you need is your enrolment certificates.



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Agencies/companies and freelancers | Best Fresh Juniors

The category for young professionals in communications agencies and marketing departments. Have you finished your training or studies and are you now responsible for creating and implementing brand experiences in your job? Then it's time for the professional briefing that will take you to the next level of your career! You can participate on your own or in a team of up to five participants. You must submit a declaration that you have no more than two years of professional experience and a certificate of employment from your employer. If you are a freelancer, you must submit a declaration that you have not worked for more than two years as a freelancer or self-employed person, and e.g. a copy of your business licence.

BrandEx on the Web

You'll find all the information about BrandEx at www.brand-ex.org and on the social media:

Facebook: www.facebook.com/BrandExFestival/
Instagram: www.instagram.com/BrandEx_Festival/
Twitter: www.twitter.com/BrandExFestival/

ENTRY SUBMISSION | STRUCTURE, SCOPE, EVALUATION

Concept | Format und scope

The concept should not include more than 25 charts (maximum 10 charts in annex). Often less is more. The main thing is to get your idea to the point.

Concept | Evaluation

Your concept receives points in the following three evaluation-categories:

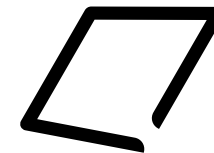
Concept creation | 35 %

Idea: Originality, creativity and affinity of the idea to the product and company. Individuality in the context of the brand presentation?

Innovativeness: Innovativeness, e.g. by using new elements/technologies, creating new perspectives, smart use of existing communication tools (state of the art). Is the idea innovative or maybe even ground-breaking?

Target group affinity: Ideas tailored to the target group. Emotional integration and activation of the target group (added value/motivation) through appropriate (inter-)active measures.

Stringency (central theme): Creative storytelling and precise translation of the creative vision to all concept modules. Recognisability and emotional power of the creative vision for the client and target group.



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Concept implementation | 35 %

Brand communication: The recognisability of brand characteristics effectively creates an atmosphere that corresponds to corporate and brand communication.

Project modules/actions: Location, communication, sponsoring, project planning... Have all aspects of the order and the necessary project components been implemented?

Supporting measures: Additional measures support the holistic brand presence (e.g. cross-media networking, online renewal, social media activation, visitor activation, follow-up).

Communication channels: Targeted selection of different communication channels and the appropriate combination / integration of such measures (e.g. invitation campaign, activation of social networks, sustainable communication).

Organisation and implementation: Are project planning (approximate project schedule, event schedule, resources, logistics, etc.) and calculated budget realistic?

Sustainability: Whether in participant management, in the materials used, in work and project processes, etc. - Sustainability (economic, social and economic) plays an increasingly important role in concept planning and implementation.

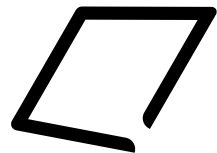
Presentation | 30 %

Concept: Concept recognition of own visual and linguistic style. Clear structure, convincing layout.

Video and presentation: The focus here is on communicating the content rather than visualisation. Is your message brief and to-the-point? How does the presenter come across? Are presentation and communication innovative?

Miscellaneous | Video

Your concept is brilliant. Your presentation is a thrilling display of fireworks. In the video you inspire the jury with your idea and your powerful message in 60 seconds at most - unedited! Please use a common video format. Your video should be of such good quality that it can be shown at the awards ceremony in January.



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Briefing

Atout France – showcasing France as a travel destination in Germany

Background

Atout France is the French National Tourist Board. The organisation is headquartered in Paris and maintains numerous foreign offices in a diverse range of markets, including Germany (Frankfurt am Main). Its mission is to promote the image as well as the competitiveness of France as a travel destination in the B2B (Business-to-Business) and B2C (Business-to-Consumer) sectors.

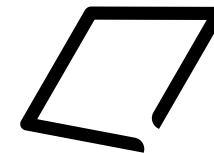
Numerous marketing activities and initiatives such as advertising campaigns, press trips, trade show appearances, and events are carried out every year. Each of the 35 foreign offices maintains its own press department, which is responsible for collaboration with on- and offline media and journalists. Other departments are responsible for marketing campaigns, sales promotion and advertising, all with the goal of advancing the touristic marketing of France as a travel destination both in the country itself and at an international level. Thus, the office in Frankfurt deals exclusively with the needs of the German market.

The market | the situation

In both group and individual tourism, the average age of the travellers is rising. Tour organisers that arrange classic group tours to France frequently sell their trips to tourists aged 50 and older. The popularity of the travel destination with families has remained relatively constant. However, its popularity is dropping significantly in the millennial group (tourists under 30)! The under-30s are increasingly travelling to Spain, the United Kingdom and Asia. For the younger generation, France is not in the relevant set of top choices (when professional or private reasons are excluded).

The challenge of Atout France

Atout France is subject to the control of the French government and functions like a public institution, i.e. the marketing budgets are not as generous as those of private-sector companies. Thus, Atout France is seeking partners from the various French destinations and a diverse range of sectors that fit well with the France brand and the target group.



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Assignment

In order to address the target group more appropriately, various projects are envisaged that will be rolled out on different communication channels. The goal is to develop an integrated communications campaign with a focus on live communication.

The issues involved in the project include the following:

- How can we make France as a travel destination attractive to the millennials as a group?
- How do we get the under-30s interested in spending their holiday in France (apart from Paris)?
- What unique selling point can Atout France use to distinguish itself from its direct competitors in the market?

In the course of your work on the assignment, the communications channels listed below should be linked to each other in a useful and meaningful manner.

1. The social media campaign should include research on and use of Atout France's own social media accounts on Facebook and Twitter to promote France as a holiday destination among the millennials and to accompany the events (see item 2).
2. An event roadshow is to be implemented in three major German cities (Frankfurt am Main, Cologne and Berlin due to the good rail and flight connections to France) with the greatest direct reach possible (involvement of the target group). The unique selling point here: inspiring and unique staging to address new customers, lead generation and dissemination on social media.
3. Development of further marketing measures with minimal scatter losses.

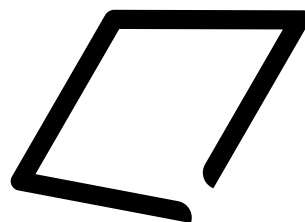
Budget

The total budget for the project amounts to **€ 150,000.00**.

More information about the work of Atout France is available at:

- Corporate website: <http://www.atout-france.fr/>
- B2C division: <https://de.france.fr/de>
- B2B division: <http://de.meeting.france.fr>
<http://www.bontour-frankreich.de/>
(Example: Business Tourism & Leisure)

Contact with the briefing provider and/or its partners is not desired.



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