



THE BRIEF

Z ACADEMYsm “MARKETER OF THE YEAR – 2021”

Background

The year is 2021. The international marketing community has just named you Z Academysm Marketer of the Year. This award is the single highest honor in advertising and is a reflection of the recipient's unwavering passion and dedication to marketing. To receive it means during your illustrious career you have been more innovative and done more for the industry than any of your peers. One more thing, you are accepting your award in Cannes, France, home of the biggest international awards in the business.

What are you producing?

You must produce a short presentation in whichever format you desire. It could be your acceptance speech, your 2021 CV, a news report, a video reel, a portfolio of your future work, your entry into the Marketer's Hall of Fame, your autobiography, or whatever you feel is necessary to show your creativity, originality, dedication and innovation and represents you as the Marketer of the Year 2021.

Your audience

Wunderman creative directors, art directors and copywriters. They're an uncanny bunch that has already walked the path you're about to tread. They each have their own claims to fame and have been awarded for their own creativity, originality, dedication and innovation.

So you need to be impressive. They like to see unique thinking, technological innovation and creativity that make them wish they'd done it.

What is the single-minded thought from which your idea will leap?

I am the 2021 Marketer of the Year.

Mandatory requirements

You must compete in teams of two and register your team by May 5th, 2011:

Only the first 100 teams to complete the registration form properly are eligible. *NOTE: Once your registration is complete, you will receive entry posting instructions.*

You must submit your Z Academy Marketer of the Year entry by 5pm EDT May 5th, 2011.

Entries posted after that date will not be eligible.

Entry guidelines

As a guide, slide-type presentations should be **no more than 12 slides**, video-style presentations **no more than 3 minutes**, and written documents **no longer than 1,000 words**.

All entries must clearly display: Your team name (as recorded on the registration form), the names and email addresses of both participants, as well as the name of your college or university and its city/state/country.

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The two winning teams must present their winning submission in person at the Wunderman Global Creative Meeting in Cannes on June 21, 2011.

Prize

The two entries deemed by a panel of judges, which include senior creative directors and executives from across the Wunderman network, as the most appropriate, creative, original and innovative, will win*:

- Round-trip airfare to Cannes from their capital city in June 2011
- 5 to 7 nights hotel accommodation in Cannes in June 2011
- Entry to the Cannes Lions International Advertising Festival 2011
- Attendance at the 2011 Wunderman Global Creative Meeting

Note: The Cannes Lions International Advertising Festival takes place June 19 to June 25, 2011.

AND

- Round-trip airfare to Cannes from their capital city in 2021
- 4 nights' accommodation in Cannes in 2021
- Entry to the Cannes Lions International Advertising Festival 2021

The Fine Print

This competition is open to undergraduate-level students who are currently matriculated in a degree program in an accredited or university. There is no cash value for this award and travel is to be in conjunction with Wunderman's Cannes Creative meeting.

Exact travel dates depend on availability of economy airfare and hotel selection is at the discretion of the Cannes Lions International Advertising Festival and Wunderman.

To qualify for the 2021 award, you must remain active in the advertising and marketing industry over the course of the next 10 years and specifically for the two years leading up to the June 2021 Cannes Lions International Advertising Festival. You'll be asked to re-register your contact information periodically.

**FOR FURTHER INFORMATION AND QUESTIONS,
CONTACT: zacademy2021@wunderman.com**



REGISTRATION Form | Z Academysm Marketer of the Year - 2021

Email completed form May 5th to zacademy2021@wunderman.com.

YOUR TEAM NAME (think of something creative) _____

Team Member #1

Last Name _____ First Name _____

Expected Graduation Date: _____

Address: _____

City: _____

State _____

Country _____

Postal Code _____

email _____

Team Member #2

Last Name _____ First Name _____

Expected Graduation Date: _____

Address: _____

City: _____

State _____

Country _____

Postal Code _____

email _____

Name of your College or University _____

Web Address _____

City _____

State _____

Country _____

Email completed registration forms to zacademy2021@wunderman.com

AND

Submit your ENTRY to www.z-academy-awards.com by May 5th, 2011.

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