

Genny Competition Questions

SUBMIT RESPONSES ONLINE AT: <http://www.surveyu.com/uc/gennyawards/>

Ypulse invites marketers, technologists and academics to submit marketing campaign case studies targeting youth.

Client organizations, marketing agencies and academics are encouraged to submit an application as long as the organization highlights a client-specific youth marketing case study and the client is available to present at the conference.

Submissions are judged by a panel of youth and marketing experts with four finalists showcased at Ypulse Youth Marketing Mashup, San Francisco, CA, May 24-25, 2010. Judges will consider a broad range of applications spanning the spectrum of marketing and communications, including, but not limited to: viral marketing, traditional advertising, guerilla marketing, Web 2.0 applications, mobile marketing and experiential marketing.

Applications will be scored on the following criteria:

- * Organizational Relevance
- * Execution
- * Creativity
- * Innovation
- * Authenticity

The judging process involves review of this submission form plus any submitted supporting materials (e.g., PowerPoint presentation/URL to demo, etc). There is no entry fee to submit. The submission deadline is March 31st, 2010.

All four finalists will receive full recognition at the conference and the winner will present their case study at the conference. Client speaker finalists will receive complimentary registration to the conference (travel expenses are not provided). Winners' accomplishments will be highlighted, with submission information (at the option of the finalist) used as an example of an award winning entry for future conferences.

PART 1: PRIMARY CONTACT INFORMATION

Who is the Primary Contact for this submission?

Name: _____

Title: _____

Organization: _____

Email Address: _____

Telephone Number: _____

Fax Number: _____

PART 2: CLIENT CONTACT INFORMATION

Who is the end-client for the campaign submitted?

Client Organization: _____

Division (if applicable): _____

Client Speaker Name : _____

Address: _____

City, State & Zip: _____

Country: _____

Industry: _____

Product / service marketed: _____

PART 3: PARTICIPATION

A single party or multiple parties may participate in the submission. This may or may not include the client who, at a minimum, has granted approval for the application being submitted.

Please list the organization(s) involved in preparing this submission.

Please describe their relationship(s) with the client organization:

- client organization itself
- marketing agency
- research supplier
- academic
- independent contractor
- other (please specify) _____

In preparing this submission, what were the responsibilities of the client, and what were the responsibilities of other organization(s)?

PART 4: ORGANIZATIONAL RELEVANCE

Organizational relevance (context and contribution):

How does this campaign fit into and contribute to the organization's objectives, operations and marketing environment?

(2,500 character maximum)

PART 5: TECHNICAL EXECUTION

Technical Execution:

Describe how this campaign was implemented. What procedures and technologies were employed? Indicate the medium/media used, scope/scale of the campaign and/or any other executional elements of the campaign. How do (or did) the outcomes from this campaign impact the organization?

(2,500 character maximum)

PART 6: CREATIVITY

Creativity:

Describe the creative elements of this campaign and how they were developed with the youth target in mind.

(2,500 character maximum)

PART 7: INNOVATION

Innovation:

In what way was the campaign innovative? How does it contribute to youth marketing or business practices? In what ways does it help advance or even define the future of youth marketing? Also note any innovations that contribute to simplifying processes, creating efficiencies or reducing costs.

(2,500 character maximum)

PART 8: AUTHENTICITY

Authenticity

In what way was the campaign authentic, speaking to youth on their own terms in a manner that was direct and forthright in its intent?

(2,500 character maximum)

PART 9: METRICS & MEASURABILITY

Metrics & Measurability:

What metrics or measures can you cite to indicate the success of the campaign?

(2,500 character maximum)

Final page

Thanks so much for your submission.

We may contact you for additional information regarding your company or the application. Please provide with your submission any information you deem relevant to judge this application via email to annieaward@ypulse.com. The submission may include an internet URL, presentation slides, a self-running presentation, demonstration, video or working illustration of the campaign

(candidates are encouraged to limit self-running presentations and demonstrations to ten minutes in length).

All applicants will receive feedback from the judging team. Finalists will receive notification from Ypulse on Friday, April 30th, 2010.

If you have any questions about the process or the award itself, please contact us at 888-292-8855.