

### **What needs to be done**

Image campaign based on non-traditional communication methods: ambient media, viral marketing, publicity stunts, guerilla marketing, etc.

The advertised product is... Frederic Chopin. The aim of the campaign is to make him closer to the young people – so they could be proud of him, that they knew more about him than only that he died because of tuberculosis.

All the additional information about the goal of the campaign, target group and so on you will find in the creative brief.

### **Prize**

The main prize is 1000Euro for the foreigner or the equivalent of 1000Euro paid in Polish zloty (PLN) for the person from Poland – funded by Celebration Office Chopin2010.

Winner will be also invited to the TV programme Chopin2010.pl broadcasted on the Polish national TV (TVP1) on every Sunday, at 11.30 am.

### **Jury**

- Małgorzata Błoch-Wiśniewska – Director of Celebration Office Chopin 2010
- Katarzyna Dragović – founder of Masters in Advertising School, member of Chopin Year Celebrations Committee
- Igor Dzierżanowski – President of European Foundation of City Culture
- Michał Imbierowicz – Creative Director, Young&Rubicam Brands, Poland
- Wojciech Dagieli – Creative Director, McCann Erickson, Poland
- Jacek Sylwin – producer of TV programme: Chopin2010.pl
- Natalia Hatałska – non-traditional communication methods expert, [www.hatałska.com](http://www.hatałska.com)

### **Who can take part in the contest?**

The contest is open for everybody: students, people working in the creative agencies, marketers etc. You can work in teams as well provided that you're OK with sharing the main prize :).

### **Judging criteria**

Jury will be judging creativity and the innovativeness of the concept. Compliance with the creative brief is also important, and especially the possibility to realize the goals of the campaign.

Jury will be judging all the concepts on the basis of electronic submissions only. We do not plan individual meetings with contest participants. If we have additional questions we will send them via e-mail.

### **Will my creative idea be realized?**

The goal of the contest is to choose from all the submitted works at least one that would be realized as an advertising campaign. Because jury will be judging innovativeness and creativity of the concept it can happen that the winner concept will be too expensive to realize. That's why the idea chosen to realisation may be, but it doesn't have to be, the work that was awarded with the main prize.

### **Who pays the tax from the prize?**

Founder of the prize.

### **Deadline**

January 15th, 2010; midnight.

**How should I prepare the project?**

The submitted work should be sent in an electronic version – it can be either .doc, .pdf or .ppt file. It can be also a video film. For example if you want to prepare a viral video – you can either send the video itself (recorded even with your mobile) or only a screenplay.

Every submitted work should also enclose your personal data (name, e-mail, phone number) and the agreement to use your creative idea free of charge by Celebration Office Chopin 2010 and Chopin2010.pl TV programme, on all exploitation areas.

**How should I submit my project?**

Project should be sent by e-mail to: [kontakt@hatalaska.com](mailto:kontakt@hatalaska.com). Please do write *Chopin2010 Contest* in the subject field. File sent by e-mail should not be larger than 10MB. If the file is larger, put it on the ftp/file hosting server and send the download link.

Every person taking part in the contest can send only one application.

**When and where the contest results will be announced?**

Winners will be announced on February 1st, 2010 on: [www.hatalaska.com](http://www.hatalaska.com) and [www.chopin2010.pl](http://www.chopin2010.pl).

**Contest Schedule**

- start: December 11<sup>th</sup>, 2009
- deadline: January 15<sup>th</sup>, 2010
- jury session: 18-31 January 2010
- results announcement: February 1<sup>st</sup>, 2010

**Other questions?**

Do not hesitate and write: [kontakt@hatalaska.com](mailto:kontakt@hatalaska.com)