

# ISKO I-SKOOL® 2016/2017 MARKETING AWARD RULES



## WHAT ISKO I-SKOOL® IS

ISKO I-SKOOL® is the outside-the-box school award that does more than rewarding talented students: it shares knowledge about how concepts are produced and industrialized, while inspiring talent and creativity to take shape in tangible garments.

What's more, the project extends involvement from individual students to teachers and schools, giving them direct contact with market leaders and their expertise, experience and wisdom that they can leverage in their future.

The groundbreaking impact of the project comes from its shared approach: it is sparked by the ISKO® ingredient brand, along with its style division CREATIVE ROOM®, and enriched by contributions from a wide range of players along the value chain.

ISKO I-SKOOL® shapes young talents with two separate contests: **Denim Design Award and Marketing Award.**

The Rules published here pertain exclusively to the **Marketing Award.**

**The language chosen for all communications is English! Read all Rules carefully.**

## MARKETING AWARD: WHO CAN PARTICIPATE

ISKO I-SKOOL® Marketing Award is open to college students ("Students") of some of the most influential schools of marketing and communication worldwide ("Schools").

The project offers them the opportunity to test the theoretical knowledge they've acquired by designing a professional marketing project applied to the denim industry.

Each School must assign a teacher ("Tutor") to mentor the Students throughout the process (see Tutor's "TO-DOs" box).

The Tutor will be the contact person for ISKO and its selected partners ("ISKO I-SKOOL® Team"). Each Tutor will select the Project that will participate in the final phase of the ISKO I-SKOOL® Marketing Award, representing their school.

The ISKO I-SKOOL® Team will accept one Project per school, as long as all application terms, conditions and guidelines have been respected.

# ISKO I-SKOOL® 2016/2017 MARKETING AWARD RULES



## MARKETING AWARD: WHO CAN PARTICIPATE

### TUTOR'S "TO-DOs"

The Tutor will be the contact person for the ISKO I-SKOOL® Team and his/her Students' reference person throughout all phases.

PHASE/1 (page 2)

#### **MARCH 2017**

- ISKO I-SKOOL® Rules and Brief will reach the Tutor.
- Tutor to brief Students directly.

PHASE/2 (page 3)

#### **MARCH TO MAY 2017**

The Tutor will help and support the Students during the development of the Project.

PHASE/3 (page 4)

#### **MAY TO JUNE 2017**

The Tutor will choose max 1 Project to be submitted to the ISKO I-SKOOL® Team by June 15<sup>th</sup> 2017. To help with the selection, from mid-May 2017 to early June 2017 the ISKO I-SKOOL® Team will be available to analyze up to 2 Team/Student's Projects together with the Tutor. In this case, the 2 Projects will be evaluated by the ISKO I-SKOOL® Team through short video presentations prepared by the 2 best Teams/Students selected by the Tutor.

PHASE/4 (page 4)

#### **BY 15 JUNE 2017**

The Tutor will help and support Students as needed. S/he will collect and deliver the original copy of the Entry Form/s to the ISKO I-SKOOL® Team.

PHASE/5

#### **JULY 2017**

The Tutor will participate in the final Awards Ceremony, July 2017, along with the shortlisted Students.

## MARKETING AWARD: HOW IT WORKS

### ▶ PHASE/1 **MARCH 2017, SCHOOLS BRIEFINGS**

Tutors will receive the ISKO I-SKOOL® Marketing Award Rules and Brief, then they will present them to Students and give them practical assistance.

# ISKO I-SKOOL® 2016/2017 MARKETING AWARD RULES



## MARKETING AWARD: HOW IT WORKS

### ▶ PHASE/2 PROJECT DEVELOPMENT

Students are asked to analyze the denim sector, study the retail sector's approach and touch points regarding ingredients and the chain of production, in order to design a marketing strategy complete with tactical activities that will transmit the message of transparent development and production in the denim sector, fulfilling the requirements outlined in the Brief. The marketing plan must have two parts, as per the directions described in the Brief (also available on [iskooldenim.com](http://iskooldenim.com)):

#### **1/ BUSINESS AND MARKETING INTELLIGENCE:**

- Marketing analysis
- Analysis of possible competitors with similar value proposition
- Target identification
- Definition of key points and key words
- Storytelling
- Touch points
- Trade marketing levers

#### **2/ VALUE PROPOSITION DEVELOPMENT:**

- Garment communication (logo, label, key points)
- Point of sales activities (displays, totems, etc)
- Training of sales personnel
- Digital activities
- PR and press relations
- Brand experience events
- Ad campaign

#### **2.1/ DELIVERABLES**

In developing the project as indicated above (Project), Students are free to choose the kind of output they prefer (imagery, graphics, text, presentations, audio, video, etc).

The only rule concerns the use of the **English language** and a **maximum of 40 pages for the plan**. The project **must be delivered in a pdf or ppt file and any video it contains must be visible even if the presentation is offline**.

Note: each sheet **MUST BE** labelled with Student/Team Leader's first and last name, Title for the Project, School name and page number.

# ISKO I-SKOOL® 2016/2017 MARKETING AWARD RULES



## MARKETING AWARD: HOW IT WORKS

### ▶ PHASE/3 **FINALISTS SHORTLIST**

**The Tutor will select max 1 Project per School**, created by a Student or a Team of Students represented by a Team Leader, to be submitted to the ISKO I-SKOOL® Team by June 15<sup>th</sup> 2017.

To help with the selection, from **mid-May 2017 to early June 2017** the ISKO I-SKOOL® Team will be available to analyze up to 2 Team/Student's Projects together with each Tutor. In this case, the 2 Projects will be evaluated by the ISKO I-SKOOL® Team through short video presentations prepared by the 2 best Teams/Students selected by the Tutor.

The complete list of finalists (Finalists) will be published on the iskooldenim.com website.

### ▶ PHASE/4 **REGISTRATION AND PROJECT SUBMISSION**

The Student/Team's registration and Project submission must be performed online no later than June 15<sup>th</sup> 2017.

Once submitted, all the intellectual property rights related to the Project will become property of ISKO. The Moral Rights pertaining to the Project still belong to the Student/s and the Student/s is/are entitled to be recognized as the author/s of the Project.

Of course, the Project can be inserted in the Students' Curriculum Vitae/Résumé.

#### **4.1/ HOW TO MAKE THE PORTFOLIO**

Please collect in a single Portfolio:

- Your CV/Résumé in English.
- The Entry Form, printed, signed and fully completed. Applications will be accepted only if accompanied by this completed form.
- The Deliverables (see 2.1).

#### **4.2/ PHYSICAL DELIVERY OF THE ENTRY FORM**

The Tutor will collect the Entry Form/s of the selected Student/Team Members to arrange a physical delivery to the ISKO I-SKOOL® Team.

Tutors will ship to:

- **CREATIVE ROOM**  
Via Giacomo Matteotti 7 C/D  
31033 Castelfranco Veneto (TV), Italy
- to **MARCO ROSSO** phone: +39 3936369899

Please note that ISKO is not responsible for stolen or otherwise undelivered packages.

# ISKO I-SKOOL® 2016/2017 MARKETING AWARD RULES



## MARKETING AWARD: HOW IT WORKS

### **4.3/ HOW TO REGISTER AND UPLOAD YOUR PROJECT ONLINE**

Students can register online on [iskooldenim.com](http://iskooldenim.com) until June 15<sup>th</sup>. If you are a **Team** of Students enrolling one Project together, remember that before registering you must choose a **Team Leader. The Team Leader is the only one that needs to register online, and from his/her profile all Team Members will be asked to fill in their Entry Forms and send their CV/Résumé and photos.**

- Click on the Join the talent tab.
- Fill in your personal data to register.
- Select your School.
- Choose the contest you want to participate in.
- Add a password, confirm and submit.
- A confirmation e-mail will be sent to the e-mail address you left us, click on the link for account confirmation and enter the private section of the website.
- Check and confirm the participation as Single Student or Team.
- Fill in the missing data on your Entry Form, save it for the online Portfolio and print it for the physical package to deliver. Remember to sign your Entry Form (if you are part of a Team remember that every member of the Team has to fill in and sign his/her Entry Form).
- Upload your CV/Résumé in English (pdf, doc or docx formats only). If you are part of a Team, remember that you have to upload the CV/Résumé of each member of the Team.
- Upload a photo of yourself (high resolution, jpg or png format). If you are part of a Team, remember that you must upload a photo of each member of the Team.
- Upload the Deliverables (see 2.1) no later than June 15<sup>th</sup>.

You can upload documents exclusively in the requested formats (see 2.1): please note that you can upload a **MAXIMUM TOTAL of 40 MB for each Student, regardless of the number of separate files; e.g.: 1 file 20 MB + 1 file 20 MB.**

Remember that the overall evaluation of the Project will also consider the quality of the Project presentation. Make sure the Project is complete. ISKO (the promoter of ISKO I-SKOOL®) reserves the right to deny participation to incomplete entry submissions. Project, photos and so on must be sent in high resolution format; they may be published on the ISKO I-SKOOL® website, and/or used for press purposes.

# ISKO I-SKOOL® 2016/2017 MARKETING AWARD RULES



## SCHEDULE

### MARCH 2017

#### SCHOOL BRIEFINGS

Tutors receive Rules and Brief (also available online at [iskooldenim.com](http://iskooldenim.com)).

### MARCH TO EARLY JUNE 2017

#### PROJECT DEVELOPMENT

Students will work on their Project according to the briefing.

### MAY TO JUNE 2017

The ISKO I-SKOOL® Team will be available to support Tutors and Students as needed (see Phase 3).

### BY JUNE 15<sup>th</sup> 2017

#### FINAL SHORTLIST AND PROJECT UPLOAD

Deadline for online registration and delivery of Project, deadline for Entry Form shipment.

### 16/19 JUNE 2017

Announcement of the shortlisted entries on ISKO I-SKOOL® website.

### JULY 2017

Jury Meeting and Awards Ceremony, in Italy.

## JURY AND EVALUATION CRITERIA

The ISKO I-SKOOL® Marketing Award Jury Members are renowned international fashion, marketing and communication experts. The Project will be tutored by Menabò Group, marketing and communications agency, whose specialty is consulting companies on strategy and operations, above and below the line.

**In July (date TBA), the Jury Meeting will evaluate max 1 Project per School**, taking into account the following criteria:

### **1/ FOR THE BUSINESS AND MARKETING INTELLIGENCE PART:**

- Completeness of the analysis and strategy
- Definition of a distinctive market position
- Coherence of the value proposition throughout storytelling and touch points

→ **50% of total points**

# ISKO I-SKOOL® 2016/2017 MARKETING AWARD RULES



## JURY AND EVALUATION CRITERIA

### **2/ FOR THE DEVELOPMENT OF VALUE PROPOSITION PART:**

- True applicability of strategy
- Tactical innovations
- Clear and engaging storytelling
- Creativity, originality

→ **50% of total points**

Each Finalist (single participant or Team Leader) will have 15 minutes to present his/her Project to the Jury.

If for any reason a Finalist is unable to physically attend the Marketing Award Jury Meeting, the Project will be excluded from the competition.

## PRIZE

The winning Student or Team Leader of the winning group will receive an internship with one of the contest partners.

## AWARDS CEREMONY

All shortlisted Students and Tutors will be invited to the Jury Meeting and the international Awards Ceremony that will take place in Italy in July 2017 (subject to change).

## TRAVEL AND ACCOMODATIONS

Tutors and shortlisted Students will be asked to travel to Italy in July 2017 for the Jury Meeting and Awards Ceremony.

ISKO will cover travel and accommodation expenses. Participant Students will have to pay any other expenses themselves. Accommodation consists in double or triple rooms for Students and single rooms for Tutors.

# ISKO I-SKOOL® 2016/2017 MARKETING AWARD RULES



## LEGAL ASPECTS

### **RULES ACCEPTANCE AND DEADLINES**

Please confirm that you know, fully understand, agree to and accept the Terms and Conditions set forth in these Rules by signing the Entry Form now (remember to submit it together with your Portfolio, both online and offline). This Agreement will become legally binding on you (and on ISKO) when you sign it. Please note that signing these Rules does not guarantee your participation in the ISKO I-SKOOL® project.

### **PLAGIARISM AND OWNERSHIP**

By enrolling ISKO I-SKOOL® project you declare your ownership of your Project. Should you be found guilty of plagiarism, you will be disqualified. ISKO is not responsible for third party accusations of plagiarism regarding your Project. ISKO may take legal action in order to protect its rights.

### **RESPONSIBILITY AND PARTICIPATION**

ISKO reserves the right to disqualify any participant at any time if they have not respected the terms and conditions of these Rules. Students must complete all of their own required paperwork or obligations (Visa, Passport, etc.) in a timely manner.

As soon as the shortlist is published, Tutors and Finalist Students will receive a detailed schedule from ISKO. If Finalists cannot attend this program due to physical or any other restrictions they must communicate this to ISKO immediately upon receiving the schedule. If for any reason a Finalist is unable to physically attend the Marketing Award Jury Meeting, their Project will be excluded from the competition.

### **PRIVACY PROTECTION**

According to European regulations, by signing the Entry Form, you acknowledge that you have received all the mandatory information regarding privacy protection legislation and you hereby authorize ISKO S.r.l. to process your personal and sensitive data and to transmit them to third parties, exclusively when needed for activities that are related to the execution of the ISKO I-SKOOL® Project as described in this document. Therefore, you hereby understand and accept that ISKO will process your data only for such intended purposes and in accordance with the mandatory provisions of law and that it will destroy said data as soon as they are no longer needed.



# ISKO I-SKOOL® 2016/2017 MARKETING AWARD RULES

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## LEGAL ASPECTS

### **INTELLECTUAL PROPERTY**

The copyright and all other intellectual property rights in any documentation and other materials provided by ISKO in relation to the ISKO I-SKOOL® project shall remain the property of ISKO S.r.l.

Therefore, you acknowledge that the validity, the sole property rights in the names, symbols, marks, logos and trademarks, including CREATIVE ROOM® and ISKO® belong to ISKO, now and in the future, including any new marks, logo, symbols that might be adopted or used by ISKO. All rights arising from their use and/or registration are sole property of ISKO S.r.l. You hereby agree to not contest the validity nor the intellectual property of ISKO and/or its exclusive property, and you shall not register and/or use any names that are the same or similar to or could be confused with names, symbols, marks, logos and trademarks of ISKO, even if only through simple phonetic and visual assonance.

You also acknowledge that you are permitted to use the names, symbols, marks, logos and trademarks of ISKO solely and exclusively for the services you will be requested to provide during the ISKO I-SKOOL® project.

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## **CONTACTS**

For more information:

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