

ISKO I-SKOOL™ 2017/2018  
**MARKETING AWARD**  
RULES

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ISKO I-SKOOL™  
IS A PROJECT OF  
**ISKO™**  
CREATIVE ROOM™

**WHAT  
ISKO I-SKOOL™  
IS**

**ISKO I-SKOOL™** is an **award project dedicated to schools** with a unique out of the box approach launched in 2013. The scope of the award is to reward talented students, but also to share ISKO's know-how by showing how concepts get developed and produced.

The project sees involved students, professors-mentors, and schools, giving them direct contact with market leaders, something they can leverage in their future careers.

**ISKO's vision** is to **nurture and sustain talents** because they are the face of the future.

Part of a Corporate action in Social Responsibility, the building of a community from the ground up is key. The groundbreaking impact of the project comes from **the union of ISKO™, the brand ingredient, and CREATIVE ROOM, the independent style research lab**, and the involvement of **producers, brands, and media**.

Two parallel contests take place, one is the **Denim Design Award**, and the second one is the **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 an opportunity to test the theoretical knowledge they have acquired by **designing a professional marketing Project applied to the denim industry**.

Participants can be single Students or Teams (maximum 4 Students per Team).

Each School must assign a **teacher ("Tutor")** to mentor the Students throughout the process (see Tutor "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 its school.**

The ISKO I-SKOOL™ Team will accept **one Project per School**, given that all application terms, conditions and guidelines have been respected.

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### TUTOR "TO-DOs"

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

#### **PHASE/1 (page 2), MARCH 2018** **SCHOOLS BRIEFINGS**

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

#### **PHASE/2 (page 2), MARCH/APRIL 2018** **PROJECT DEVELOPMENT**

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

#### **PHASE/3 (page 4), MAY TO JUNE 2018** **PROJECTS REVIEW**

The Tutor will choose max one Project to be submitted to the ISKO I-SKOOL™ Team by June 15<sup>th</sup> 2018. To help with the selection, from mid-May 2018 to early June 2018 the ISKO I-SKOOL™ Team will be available to analyze up to four Teams/Students' Projects together with the Tutor. In this case, the Projects will be evaluated by the ISKO I-SKOOL™ Team through short video presentations prepared by the Teams/Students selected by the Tutor.

#### **PHASE/4 (page 4), DEADLINE JUNE 15<sup>th</sup> 2018** **REGISTRATION AND PROJECT SUBMISSION**

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

#### **PHASE/5 (page 6), JULY 2018** **FINAL AWARDS CEREMONY**

The Tutor will participate in the Final Awards Ceremony along with the shortlisted Students.

MARKETING  
AWARD:  
HOW IT  
WORKS

#### ► **PHASE/1, MARCH 2018** **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.

#### ► **PHASE/2, MARCH/APRIL 2018** **PROJECT DEVELOPMENT**

Based on the **2018 UnDocumented theme** and on the **market scenario outlined in the Marketing Award Brief**, Students are asked to develop a complete **marketing strategy** that successfully addresses a specific audience. The strategy will be intended for **an existing consumer brand** (Students will have to pick one) which is **launching a line**

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**of clothing and/or accessories that fully embodies the idea of a “Responsible and Positive Vision of the Future” (UnDocumented).** Students should focus their strategy and marketing plan on the **importance of the “ingredients” for sustainability** (from fibers, to fabrics, to production, and so on) and take into account this **challenge**: how will a brand **market a responsible line of clothing and/or accessories** within their product offering, **without hinting that the rest of the offering is less responsible** (see the Brief)? The Marketing Plan Check List is, as per the directions described in the Brief (also available on [iskooldenim.com](http://iskooldenim.com)):

### Marketing Plan Check List

- **Market Analysis**
- **Benchmarking Analysis**
- **Positioning Analysis** (of the brand of choice)
- **Consumer Segmentation**
- **Target Identification**

Internal Marketing Activities:

- **Identification of Trade Marketing Levers**
- **Identification of Touch Points**
- **Training of Sales Personnel**

External Marketing Activities:

- **Storytelling** – digital activities, channel strategy, ad campaign, PR & press relations
- **Garment Communication**  
logo, label, key points
- **Point of Sales Activities**  
displays, totems, store windows

▶ What is already out there, what works, what doesn't, where does the brand of choice stand.

▶ Ideal reference audience, size, metrics.

▶ Back of the house marketing activities.

▶ Front of the house marketing activities.

**Students are asked to include all the macro points on the check list (here highlighted in bold).**

### 2.1/DELIVERABLES

In developing the Project as indicated above, **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**. The Project must be delivered as a **pdf or ppt file** and **any video** it contains **must be visible even if the presentation is offline**. During the Jury Meeting, each finalist Team will have **10 minutes to present the Project** to the Jury. Note: **each sheet MUST BE labelled with Student/Team Leader's first and last name, Title for the Project, School name and page number.**

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► **PHASE/3, MAY TO JUNE 2018  
PROJECTS REVIEW**

**The Tutor will select max one 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: deadline is **June 15<sup>th</sup> 2018**. To help with the selection, **from mid-May 2018 to early June 2018 the ISKO I-SKOOL™ Team will be available to analyze up to four Teams/ Students' Projects together with each Tutor**. In this case, the Projects will be evaluated by the ISKO I-SKOOL™ Team through **short video presentations** prepared by the Teams/ Students selected by the Tutor. The complete list of finalists (Finalists) will be published on the iskooldenim.com website.

► **PHASE/4, DEADLINE 15<sup>th</sup> JUNE 2018  
REGISTRATION AND PROJECT SUBMISSION**

One Project per School should be delivered, as a hard copy and on file (on iskooldenim.com). **The Student/Team's registration and Project submission must be completed online no later than June 15<sup>th</sup> 2018**. 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**

The Tutor will collect the Entry Form/s and the Project 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 D/E  
31033 Castelfranco Veneto (TV), Italy

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

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**4.3/HOW TO REGISTER AND UPLOAD YOUR PORTFOLIO 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.

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▶ **PHASE/5, JULY 2018**  
**FINAL AWARDS CEREMONY**

All shortlisted Students and Tutors will be invited to the Jury Meeting and the international Final Awards Ceremony that will take place in July 2018 (subject to change).

**SCHEDULE**

**MARCH 2018**

SCHOOLS BRIEFINGS

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

**MARCH/APRIL 2018**

PROJECT DEVELOPMENT

Students will work on their Project according to the Brief.

**MAY TO JUNE 2018**

PROJECTS REVIEW

The ISKO I-SKOOL™ Team will be available to support Tutors and Students as needed with maximum four Projects per each School (see Phase 3). If no help is needed for the selection of one finalist Project, this can be directly submitted within the deadline of JUNE 15<sup>th</sup>.

**DEADLINE JUNE 15<sup>th</sup> 2018**

REGISTRATION AND PROJECT SUBMISSION

Deadline for online registration and submission of one Project per School, deadline for the delivery of the Portfolio.

**JUNE 22<sup>nd</sup> 2018**

SHORTLIST

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

**JULY 2018**

FINAL AWARDS CEREMONY

Jury Meeting and Final Awards Ceremony.

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## **JURY, EVALUATION CRITERIA**

The **ISKO I-SKOOL™ Marketing Award Jury Members** are renowned international **fashion, marketing and communication experts**. Jurors' names will be communicated during the Jury Meeting.

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

- **Level of depth**
- **Accuracy of the analysis**
- **Innovation level of the idea**
- **Presentation style** (how well the idea is communicated)
- **Accuracy in following the Marketing Plan Check List**

Each one of the above items is worth 10 points, for a maximum score of 50 points.

**Each finalist Team will have 10 minutes to present the 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 prize is an internship for one person with one of the Partners.

Selection criteria for the person: company preferences / student availability / ruffle.

## **TRAVEL AND ACCOMMODA- TION**

Tutors will be invited to Italy in March to attend the Denim Seminar. Tutors and shortlisted Students will then be asked to travel in July 2018 for the Jury Meeting and Final Awards Ceremony.

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

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## **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 the Entry Form does not guarantee your participation in the ISKO I-SKOOL™ project.

### **PLAGIARISM AND OWNERSHIP**

By enrolling in the 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 to your Project. ISKO may take legal actions 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 Finalists will receive a 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, the Project will be excluded from the competition.

### **PRIVACY PROTECTION**

According to European Regulations, you acknowledge to have been duly provided with the mandatory information regarding privacy protection rules and hereby you authorize ISKO to process your personal and sensitive data and also to transmit them to third parties for activities that are necessary in order to execute this Agreement and the "ISKO denim community project" to which the ISKO I-SKOOL® Project is linked.

Refusing to communicate your data makes it impossible for you to attend the Project.

You hereby understand and accept that ISKO will process your data only for the intended purposes and in accordance with the mandatory provisions of law, and that it will delete such data as soon as the need to keep them comes to an end. You always have the right, among others, to obtain confirmation from ISKO as to whether or not personal data concerning you was processed and to be communicated such data in an intelligible form. Furthermore, you have the right to obtain from ISKO a) any update, correction, addition of your personal data; b) the cancellation, conversion to an anonymous form or blocking of any personal data that was processed in violation of the law, including data which does not need to be stored for the purposes for which said data was collected or subsequently



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processed. You nevertheless have the right to object, in part or in full, for legitimate reasons, to the processing of personal data concerning you. You may exercise your rights freely and at any time, by sending a written request to ISKO at [info@isko.com.tr](mailto:info@isko.com.tr). If you wish to receive further information on how ISKO processes your data, please write to ISKO, the data processing Controller, at the following address: [info@isko.com.tr](mailto:info@isko.com.tr). If you wish to receive further information about the protection of your data please visit the following websites: <http://www.garanteprivacy.it/> and [https://ec.europa.eu/info/law/law-topic/data-protection\\_en](https://ec.europa.eu/info/law/law-topic/data-protection_en)

### 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.

## CONTACTS

For more information:

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