

2019 Hub City Student Advertising Competition Student Registration Form

By registering for this event, you are committing to attend the Hub City Student Competition from 9 a.m. to 8 p.m. on Friday, November 1, 2019. Please note that teams are assigned based on registration, and by not attending, you will hurt the other students assigned to your team.

Name:

College or University:

Major or Area of Concentration:

Classification: T-Shirt Size

Do you have a personal laptop you could use for this competition?

Do you have access to Adobe Creative Cloud on your laptop?

Each team is comprised of a combination of students assigned to perform certain task. We will attempt to balance the teams with the various experts. Upon check in, each student will be assigned a team and an area to work in.

Please rank the following areas of interest based on your strengths from 1 (strongest) to 6 (weakest):

- **Art Director/Graphic Designer** – Create the “visuals” for campaigns. Work in conjunction with Art Director to form creative team for the campaign,
- **Copywriter**- Provides the verbal or written “copy”. This may include slogans, catchphrases, messages and text for printed advertisements as well as web ads, radio scripts, TV scripts, outdoor signage.
- **Account Services** - Working with agency colleagues to devise an advertising campaign that meets the client’s brief and budget. Presenting, alongside agency colleagues, the campaign ideas and budget to client.
- **Marketing Strategist** – Working with agency personnel to coordinate all communication and execution of advertising campaigns. Looks at all touchpoints with audience on behalf of client, both internal and external.
- **Media Planner** – Combine creative thinking and factual analysis to develop appropriate strategies. Apply knowledge of media and communication platforms to identify the most appropriate vehicle for building awareness of a client’s brand.
- **New Media Strategist** – working with Media Planner on recommendation of online, mobile, connected device strategies as related to campaign. Social media, email, SEM

Email the completed form to James Hodgins at james.hodgins@ttu.edu no later than Friday, October 25.