



PANAnaw Awards
The PANAF IMC Students Competition

18th PANAF IMC Students' Competition

Pinoy to the World: Pride in Our Culture and Our Talents

To REGISTER, click [HERE](#).

Deadline for submission of entries is on August 25, 2017.



- ✓ PANAnaw competition is open to all bonafide students of Business Administration, Communication Arts, Marketing, and Advertising (and other related courses) from the bonafide Colleges and Universities nationwide.
- ✓ Team composition:
 - Five (5) main student participants (main presenters on stage)
 - Two (2) student substitutes/ alternates.

* All student members whether main or alternate should be enrolled for **SY 2017 – 2018 in the school represented.**

Important Reminders:



- ❖ A team may have a faculty adviser who can train and guide the group and institute quality standards. However, the adviser **CANNOT** make the actual integrated marketing plan.
- ❖ **NO** mention or use of any identifying marks/symbols associated with the College/University represented should be on the submitted materials. To prevent bias, an **alphanumeric code (school code)** will be assigned per group as an identifier, and should be reflected on the entry form, and used for the duration of the competition.
- ❖ The marketing campaign presented will be deemed as original ideas of the participants. **Plagiarism**, if proven, **would mean automatic disqualification**.
- ❖ During the **Presentation proper**, groups are **NOT ALLOWED** to change their campaign strategies and plans. Presentations must be strictly based on submitted entries/documents. However, supporting creative materials (i.e. key visual, logos, posters, social cards, radio/video etc.) ,may be enhanced for presentation purposes.
- ❖ It should be like a business presentation and not a theatrical production.

Important Dates:

- ❖ July 31 – Deadline for confirmation of participation and submission of final names of participants
- ❖ **August 25 – Deadline for ONLINE SUBMISSION of IMC plan**
- ❖ September 11 – Announcement of Top 10
- ❖ September 18– Announcement of Top 5 Finalists
- ❖ November 9 – Final briefing for the Finalists at the PTTC (Phil. Trade Training Center, Pasay City)
- ❖ November 11 – Technical Rehearsals (8AM | PTTC)
- ❖ November 11 – FINALS (1PM – 6PM | PTTC)

Entry Submission Checklist:



- ❖ Executive Summary (PowerPoint, maximum of 3 slides – excluding title page, Arial, size 11, single space) (*Download template [HERE](#)*).
- ❖ Documentation (maximum of 10 slides – excluding title page, Arial, size 11, double space)
Contents:
 - I. Situation Analysis
 - II. SWOT Analysis
 - III. Objectives
 - IV. IMC Strategies and Tactics
 - A. Creative Strategy
 - B. IMC Media Application
 - V. Timetable (from launch to sustaining)
 - VI. Proposed Campaign Budget and Allocation/Utilization (should include estimated allocation for the ff where applicable: production, printing, placements, activation activities, talent and other professional fees.)
 - VII. Statement of Evaluation and KPI (Key Performance Indicators)

Entry Submission Checklist:



- ❖ Support documents/creative executions in specified formats.
(1) Key Visual/Logo/ main material – mandatory

Optional:

For Video : Actual sample video or Story board and AV script

For Radio : Actual material or script

For online or social media : One sample per online channel or application

- ❖ Signed PANAnaw Conformance (*Download [HERE](#)*).

Entry Format:



Note: Please follow the specified format for each material.

1. Executive Summary – .pdf file *(maximum file size of 20MB).*
2. Documentation/IMC Plan – .pdf file *(maximum file size of 20MB).*
3. Appendices (research) - .pdf file *(maximum file size of 20MB).*
4. Photos (logo, collats, etc.) – .pdf file *(maximum file size of 20MB).*
5. Video – .mp4 file *(maximum file size of 50MB).*
6. Audio - .mp3 file *(maximum file size of 30MB)*
7. PANAnaw Conforme - .pdf file *(maximum file size of 20MB).*

IMPORTANT:

- *To combine multiple photos into a single pdf file, insert photos in a Microsoft Word document and save into a pdf file. Please label the photos properly.*
- *Please put **watermark (use your assigned school code)** on **all your documents**.*
[How to: <http://office.microsoft.com/en-us/word-help/insert-a-watermark-or-change-a-watermark-HA101854787.aspx>]

Judging Process:

PRELIMINARY JUDGING

- ❖ Entries will be screened by a panel of judges composed of PANA members, representatives from advertising and media agencies and PANA Foundation Trustees.
- ❖ On the first elimination round, the panel will screen all entries to choose the TOP TEN (10) as semi-finalists. From the semi-final round, the TOP FIVE (5) finalists* will be chosen.

***Note:** *In the event that the difference in scores of the next in rank from Finalist # 5 is less than one point, the team(s) will also be included in the finals. This means that there can be more than five (5) finalists.*

Judging Process:



THE FINALS

- ❖ The entries of the chosen Finalists will be sent to the judges a week before the Finals for their advance reading. In line with this, we will be requiring all the Finalists to submit **seven (7) sets of documentation in hard copy.**
- ❖ During the presentation proper, only five (5) members are allowed to present on stage. Each team will be given **three (3) minutes to set-up** and **twenty (20) minutes to present** their entry before a select panel of judges. Should the presenting group exceed the 20-minute allotted time for their presentation, corresponding points will be deducted from the Presentation criterion. **Ten (10) minutes** will be allotted for the **Question and Answer** portion.

Judging Process:



THE FINALS

- ❖ To ensure a fair and unbiased decision, personal data and school affiliation of participants shall not be made available to the judges.
- ❖ Judges' decisions are final.

Criteria for Judging:

Strategy

= 25%

- Ability to create targeted, insightful, relevant and superior means of achieving marketing objectives
- Use of relevant research in strategy development

IMC Application/Integration

= 20%

- Ability to come up with holistic and synergistic IMC plan based on strategy

Creativity

= 20%

- Capacity to effectively and clearly execute copy, visuals, and other communication materials based on the strategy

Criteria for Judging:

Marketing Metrics

= 15%

- Ability to consider cost vis-à-vis benefits
- Ability to come up with workable/deliverable plan

Documentation/Content/Presentation

= 20%

- Organization and clarity of presentation materials
- Ability to defend (during the FINALS)

TOTAL

= 100%

Prizes:



- ❖ All participating schools will be given a Certificate of Participation. The students and the coach will also receive individual certificates.
- ❖ The winners will receive the following:

Grand Winner

- A trophy
- Individual medals for the students and adviser
- P75,000 cash for the group
- P10,000 cash for the group's faculty adviser

1st Runner Up

- A trophy
- Individual medals for the students and adviser
- P40,000 cash for the group
- P7,000 cash for the group's faculty adviser

Prizes:



2nd Runner Up

- A trophy
- Individual medals for the students and adviser
- P30,000 cash for the group
- P6,000 for the group's faculty adviser

4th and 5th Placers

- Award of Merit (plaque)
- Individual medals for the students and adviser
- P10,000 cash for the group
- P5,000 cash for the group's faculty adviser