



PANAnaw Awards

# **The PANAF Brand Communications Students' Competition**

**Click [HERE](#) to register your team.**



PANAnaw Awards  
The PANAF Brand Communications Students' Competition

- ❖ PANAnaw competition is open to all bonafide students of Business Administration, Communication Arts, Marketing, and Advertising (and other related courses) from the Colleges and Universities nationwide.
- ❖ **Team composition:** minimum of three (3) and maximum of five (5) student participants.
- ❖ There will be two (2) levels of competition:
  - Regional Level - Entries from 4 distinct regions i.e. NCR, Luzon, Visayas and Mindanao Colleges will be segregated and each region will have 3 winners.
  - National Level - Only the declared winners from the regional competition may participate in this segment

\* All student members should be enrolled for **SY 2020 – 2021 in the school represented.**

\*\* \*Only one team may represent a College/Department.

\*\*\* Everything will be done online – from submission of entries to live presentation.

# Important Reminders:



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- ❖ 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 brand comm 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:

## REGIONAL LEVEL

- ❖ September 21 – Case Briefing
- ❖ **October 2 – Deadline for ONLINE SUBMISSION of brand communications plan**
- ❖ October 21 – Announcement of Winners
  - > 3 winners NCR
  - > 3 winners Luzon
  - > 3 winners Visayas
  - > 3 winners Mindanao

## NATIONAL LEVEL

- ❖ October 23 – Case Briefing
- ❖ **November 6 – Deadline for ONLINE SUBMISSION of brand communications plan**
- ❖ November 18 – Announcement of Top 5
- ❖ November 20 – Finals (Top 5 VIRTUAL LIVE presentation and awarding)

# Entry Submission Checklist:



❖ Documentation: (*Download marketing template [HERE](#)*)

- I. Business Objective
- II. Marketing Goal and Budget
- III. Campaign Strategy
- IV. Assessing the Landscape
- V. Target Market
- VI. Brand Positioning Statement
- VII. Campaign Big Idea

❖ 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 form [HERE](#)*)

# Entry Format:



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*Note: Please follow the specified format for each material.*

1. Executive Summary – .pdf file (*maximum file size of 20MB*).
2. Documentation/Brand Communications 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

## **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**.*

# Judging Process:



## REGIONAL LEVEL

- ❖ Entries will be screened by Katapult Digital team.
- ❖ Qualified entries will be judged by the PANAF Board of Trustees. There will be three (3) winners each from NCR, Luzon, Visayas and Mindanao
- ❖ The twelve (12) winners will advance to the National Level

# Judging Process:



## NATIONAL LEVEL

- ❖ The twelve (12) entries will be given another case study and this time, five (5) winners will be chosen by the PANAF Board of Trustees.
- ❖ Top 5 will have a live virtual presentation during the Finals



# Judging Process:



## THE FINALS

- ❖ During the presentation proper, each team will be given **twenty (20) minutes to present** their entry before a select panel of judges. **Ten (10) minutes** will be allotted for the **Question and Answer** portion.
- ❖ 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:



## Marketing Strategy

= 30%

- A clear understanding of the business challenges as a result of a thorough research (SWOT analysis)) and the competitive landscape leading to the right customer insight. Parts of the strategy statement include objectives and identification of the right target market.

## Brand Communication and Creative Materials

= 40%

- Ability to creatively communicate a focused, coherent and compelling value proposition in terms of copy, visuals and media platforms. The proposed materials and exposures must be realistic, doable and sustainable.

## Marketing Metrics

= 20%

- Ability to identify relevant/appropriate measures that deliver both effectivity and efficiency in terms of sales, brand preference, recall and salience.

## Documentation/Presentation

= 10%

- Organization and clarity of presentation materials presented in an appealing manner. It also covers the ability to defend the plan during the FINALS.

**TOTAL**

= 100%

# Prizes (Regional):



- ❖ All participating schools will be given a Certificate of Participation. The students and the coach will also receive individual certificates.
  
- ❖ Regional winners will receive the following:
  - Trophy for the school
  - Trophy for the team captain
  - Individual medals for the students and the adviser

# Prizes (National):



## *Grand Winner*

- A trophy
- Individual medals for the students and the adviser
- P30,000 cash for the group; P2,000 for the adviser
- Internship program

## *1<sup>st</sup> Runner Up*

- A trophy
- Individual medals for the students and adviser
- P20,000 cash for the group; P2,000 for the adviser
- Internship program

## *2<sup>nd</sup> Runner Up*

- A trophy
- Individual medals for the students and adviser
- P15,000 cash for the group; P2,000 for the adviser
- Internship program

## *4<sup>th</sup> and 5<sup>th</sup> Placers*

- Award of Merit (plaque)
- Individual medals for the students and adviser
- P10,000 cash for the group; P2,000 for the adviser
- Internship program