

BIN IT!

14-16

MEDIA COMPETITION

£500
TOP PRIZE

**FOR TEAM & SCHOOL
PLUS TWO PRIZES OF £250 FOR
RUNNER-UP TEAM & SCHOOL**

CREATE A CAMPAIGN TO PROMOTE ANTI-LITTERING

Use your imagination and persuasive know-how to create a campaign, in teams of up to five students, that helps improve public awareness locally about the impact of littering in our local community — a clean-up campaign.

The winning team will receive £500 for the school and £500 for the team. There are two runners-up that will receive £250 for the school and £250 for the team.

We have created a suite of lessons to support you in the classroom and help your students create the best possible entries. You can access these free resources at www.biniteducation.com/resources. Download them now and get started.

Teams are free to apply their marketing concepts across the communications spectrum whether through advertising, leaflets, radio, PR, video, social media or other channels. You must be clear on who is the target audience or audiences as this influences format choices, media selection, positioning, tone of voice and, importantly, the campaign theme.

The winning entry will be the one that, in the opinion of the judges, would best help raise public awareness about better littering habits to deliver a cleaner environment.

THE BRIEF

Overview

Bin It! is the Wrigley education campaign being delivered across the UK to encourage young people to litter less — all litter including chewing gum. The objectives are:

- Raise awareness about the importance of not creating litter
- Provide advice on how to reduce littering
- Generate ideas that will help people dispose of litter responsibly

Objective

You will research local activities on litter and work, as a team, to create a marketing campaign for your local community to help reduce litter.

Target audiences

Your campaign can be relevant to the whole local community or a select group within it. You need to think about the demographic your team has selected as the ways to reach them and the costs will vary according to your decision, as will the success of your campaign.

Media selection

We are interested in creative proposals for any combination of media channels to be used such as print, online, digital, TV, Radio, viral, video and so on. The channels used should be relevant to the selected target audience.

Processes

Your team will have worked on the following stages during the project: • Undertake research • Brainstorm • Decide target audiences • Create theme • Select channels for marketing reach • Complete entry form • Send entry to meet deadline.

Your entry

For your competition entry you should decide on the format whether powerpoint or written proposal, This is not an essay, it is a proposal presentation so it will be brief but creative and informative.

Entries should comprise:

- A compelling campaign slogan
- Creative executions of a visual style for the campaign
- Storyboards for any video content
- An explanation for the content choices you have made
- Explanation about selection of key message and chosen promotional methods

If you have any questions, please send an email with the subject line BIN IT! COMPETITION, for a response within 48 hours, to projectsupport@rapportgroup.com.

Make sure you attach an entry form to your submission. Meet the deadline, 5pm on 23 March 2018. You can send your entry via email to projectsupport@rapportgroup.com (but it must be under 10MB) or you can post it to: The *Bin It! Media Competition*, c/o The Rapport Group, Epic House, 128 Fulwell Road, Teddington, TW11 0RQ.

Good luck!



BIN IT! MEDIA COMPETITION

Students are invited to create a public awareness advertising campaign that promotes anti-littering and the benefits to the local community.

Please make sure that each entry has a completed competition entry form and that it is attached to the entry.

All entries must be submitted by 23 March 2018.

Submit by post to:
The *Bin It! Media Competition*
c/o The Rapport Group
Epic House
128 Fulwell Road
Teddington
TW11 0RQ

Or by attachment, under 10MB, by email to: projectsupport@rapportgroup.com

Team name: _____

Team members: *(Up to five place names)* _____

School name: _____

School address: _____

Teacher name: _____

Contact telephone number: _____

Contact email address: _____

TERMS AND CONDITIONS

1. The *Bin It!* Media Competition is open to residents of the UK, aged 14-16 years, attending a school, being home-schooled or other educational institution with an address in the UK.
2. Closing date for receipt of all entries is 23 March 2018.
3. Bulk entries may be submitted. Late, illegible, incomplete, defaced or corrupt entries or entries sent through agencies and third parties will not be accepted.
4. Entries can be submitted by email to projectsupport@rapportgroup.com or by post to The Rapport Group, Epic House, 128 Fulwell Road, Teddington, Middlesex, TW11 0RQ
5. No responsibility can be accepted for lost entries and proof of despatch will not be accepted as proof of receipt.
6. The winners will be contacted after 16 April 2018. Should the Promoter be unable to contact the winner or should the winner be unable to accept the prize, the Promoter reserves the right to award the prize to an alternative winner, awarded in accordance with these terms and conditions.
7. Prize is for one winning team to receive a total of £500 in high street vouchers to be divided between the team members. The school will also receive £500 of vouchers. Two runner-up prizes are available of £250 high street vouchers to be divided between the team and £250 vouchers for the school.
8. Prize to be taken as stated. There is no alternative to the stated prize, in whole or in part.
9. Winner must agree to take part in photographic or other publicity if required.
10. For the name and address of the winner, send a self-addressed envelope to the promoter's address after the date of the competition closing date. Please ensure that you clearly specify the competition for which you require the result.
11. To the fullest extent permitted by law, the Promoter cannot accept responsibility for any claims arising from winners taking a prize or attending a venue, however they may arise.
12. Details of how to enter form part of the terms and conditions. It is a condition of entry that all rules are accepted as final and that the competitor agrees to abide by these rules. The decision of the judges is final and no correspondence will be entered into.
13. Entries must be submitted by post or email and entry is restricted to one per team but there is no limit to the number of entries a school can submit. Once submitted, entries cannot be amended in any way.
14. The winner will be selected by a panel of judges from all entries received by the closing date of the competition.
15. All entries must be received by 5pm on 23 March 2018.
16. Events may occur that render the award of the prizes impossible due to reasons beyond the control of the Promoter and accordingly the Promoter may at its absolute discretion vary or amend the promotion and the entrant agrees that no liability shall attach to the Promoter as a result thereof.

PROMOTER:

The Rapport Group, Epic House, 128 Fulwell Road, Teddington, Middlesex, TW11 0RQ