

CMPRSA PACE Awards 2019 Student Awards | CAMPAIGN

The PACE Awards are mid-Michigan's highest honor of public relations activities and are awarded annually to practitioners who, in the judgment of their (out-of-state) peers, have successfully addressed a contemporary issue with exemplary professional skill, creativity and resourcefulness.

The inaugural CMPRSA PACE Awards Student Campaign category is an opportunity to recognize the strategic communications thinking of student practitioners within the Mid-Michigan community. The following prompt for the 2019 Campaign is as follows:

Overview: Netflix is a media-services provider founded in 1997. As of January 2019, Netflix had over 139 million paid subscriptions worldwide, including 58.49 million in the United States, and over 148 million subscriptions total including free trials. The brand is looking to host a launch event leading up to the Season 3 premiere of the wildly popular franchise, Stranger Things, being released on August 16, 2019. The event will take place the evening of Friday, August 9, 2019 (one week prior to the release of Season 3). The team at Netflix knows they must reach millennials and Gen Z to boost launch weekend streaming. YOU and/or your team are working alongside Netflix for this launch event.

Business Objective: Drive conversation leading up to the red carpet event taking place August 9, where celebrities, influencers and cast will be in attendance, delivering the message that this season of Stranger Things is the summer entertainment event worth watching.

PR/Comms Objectives:

1. Generate earned media coverage for Netflix's Stranger Things franchise leading up to, during and after the premiere event, specifically the upcoming Season 3 that leverages paid, earned and shared media where possible.
2. Encourage streaming the release weekend (August 16 – 18, 2019)

Target Audiences: Millennials, Gen Z

Activation/Timing: March 2019 through August 2019

To apply for a CMPRSA PACE Awards Student campaign award, submit the following:

- **Two-page Summary.** This concise summary is the most important part of your entry and should give the judges a thorough view of the complete campaign.
The summary should cover research, planning, execution and evaluation, and may include a situation analysis, research, goals, objectives, strategies, tactics and results.
- **Submit samples of work** created to support the overall objectives of the campaign. Samples may include research data, collateral materials, schedules, photographs and videos.
If an element is online or video, include screen shots or printouts in addition to links or video files.
- **100-word Description.** Include a 100-word description of your program. The description will be used to explain your entry if it receives the Best Campaign award.
- Scanned/digital copy of the attached form (page 2).
- **Payment for each entry.** Each student team (comprised of no more than 5 students) will pay a \$25 team fee and a \$10 per student fee, granted at least one member of the team is a paid PRSSA student. Otherwise, students must pay a non-member fee of \$35 team fee (plus \$10 per student).

Entries summary must be letter-size, with at least a 10-point font and 1" margins. Entries will be accepted in PDF and digital format, with accompanying files labeled and well organized in your Dropbox folder.

All entries must be received by March 18, 2019. Winners will be announced at the 2019 CMPRSA PACE Awards taking place Thursday, April 18, 2019 at the MSUFCU Headquarters 2 building. More information regarding the 2019 event can be found at cmprsa.com/awards/pace-awards.

Application Deadline: March 18, 2019

CMPRSA PACE Awards 2019 Student
Campaign Award Application Form

School: _____

Names of Students (no more than 5):

Student 1 Name: _____

Email: _____

PRSSA Member (yes/no): YES _____ NO _____

Student 2 Name: _____

Email: _____

PRSSA Member (yes/no): YES _____ NO _____

Student 3 Name: _____

Email: _____

PRSSA Member (yes/no): YES _____ NO _____

Student 4 Name: _____

Email: _____

PRSSA Member (yes/no): YES _____ NO _____

Student 5 Name: _____

Email: _____

PRSSA Member (yes/no): YES _____ NO _____

To request access to your team Dropbox account, and to submit payment please email cmprspaceawards@gmail.com no later than 24 hours before the final submission deadline of March 18, 2019.