



2007 ONE SHOW COLLEGE COMPETITION

BECAUSE THE ONE CLUB BELIEVES STRONG MESSAGES BECOME CATALYSTS FOR UNDERSTANDING AND GLOBAL UNITY, WE OFFER AN OPPORTUNITY FOR ADVERTISING STUDENTS AROUND THE GLOBE TO HAVE A PROFOUND EFFECT ON THE PHYSICAL WORLD WHICH BRINGS US TOGETHER: THE ENVIRONMENT.

CLIENT

Natural Resources Defense Council (NRDC)
www.NRDC.org

BRIEF / INTRODUCTION

A New Way to Think About The Environment

When “the environment” first entered the cultural lexicon some 35 years ago, it meant something immediate, everyday, and close to home—local rivers, clean communities, safe air to breathe, and clean water to drink.

But in the years since, excessive focus on remote habitats and iconic landscapes (important though they are), overemphasis in the media on scary stories instead of solutions, and an increasingly polarized political tone have all contributed to an eroding sense of personal relevance associated with environmental issues.

The fact, of course, is that the environment is more relevant than ever before to families, their communities, and values that are central to their lives. The change today is simply to reconnect those dots.

Founded in 1970 and backed by the strength of 1.2 million supporters, Natural Resources Defense Council is one of today’s most effective and respected environmental organizations, working at the state, national and international levels to ensure and enforce sensible safeguards for our health and the health of natural ecosystems on which we depend.

NRDC is also working to restore the original sense of immediacy and community to the environmental dialogue in ways that are forward looking, action oriented, and in step with today’s realities.

The two-part goal is to engage and invigorate the public, and also to reshape perceptions of the organization itself as it continues to grow.

While NRDC’s 300 staff work on a broad array of global conservation and environmental concerns, the three top priority issues are:

- ▶ Global warming and clean energy
- ▶ Toxic chemicals and human health
- ▶ Protection of the oceans





ASSIGNMENTS / CATEGORIES

▶ **Print [campaign of 3 ads only], Television [single only], Innovative Marketing [single or campaign of 3 pieces]:**

Create a campaign that encourages the public to recognize 21st century environmental concerns as crucial to the quality of life around the world. Make the environment—and its safekeeping and stewardship—relevant to people as they go about their lives. Use NRDC as client.

▶ **Design [single only]:**

Design a symbolic logo that communicates the NRDC's mission to engage the public in environmental activism for oceans and clean water.

▶ **Interactive [single or campaign of 3 pieces]:**

Create banner(s) or mini-site(s) dedicated to telling the story of the relevance of the environment to everyday life and the public. These banners/sites should engage and invigorate young people 18 - 30 to embrace the environment as a vital issue for quality of life. Use NRDC as the client.

NOTE TO STUDENTS

It is a common error to refer to NRDC as the "National Resources Defense Council."
The correct name is *Natural* Resources Defense Council. Remember—Natural, not National.

ENTRY INSTRUCTION

This year, we will NOT judge the One Show College Competition entries online. All entries must be registered at our online entry site www.enteroneshow.org and sent in along with entry labels, itemized list and payment confirmation you can print out through the entry site. The detailed instructions and the NRDC logos are available on this entry site.

Print, Design, Innovative Marketing

- ▶ Print entries must consist of 3 ads only.
- ▶ Original size of the print ads: 8.5 x 11" (full page), 11 x 17" (spread)
- ▶ Send in **unmounted hardcopies** of the work for judging.
- ▶ For campaigns, tape each ad side by side accordion-style.

Television Entries

- ▶ Maximum of 30 seconds per spot.
- ▶ Send in the TV spot on a CD-ROM or DVD for judging.

Interactive Entries

- ▶ Provide URLs on the online entry system for judging. No need to send in submissions physically.
- ▶ For non-live work, upload a Zip file (maximum 20MB) containing the stand-alone working files.

SUBMISSION

Please send your submissions to:
The One Club
Attn: 2007 College Competition
21 E. 26th Street, 5th Floor
New York, NY 10010 USA

DEADLINE

All entries must be received by The One Club by
Wednesday, February 21, 2007.



ELIGIBILITY

Entrants must be college students or enrolled in an accredited advertising or graphic design program. Entrants from non-accredited advertising or design programs must be approved by The One Club prior to the submission of entries. You are ineligible if you are working at an agency as a copywriter or art director.

AWARDS AND HONORS

One Show Pencils will be awarded to the winning copywriters, art directors and designers. A \$3,000 Gold, \$2,000 Silver and \$1,000 Bronze prize will also be awarded to each winning team. All winners and finalists will be published in the One Show Annual.

JUDGING

Print, Television and Innovative Marketing categories will be judged by the One Show jury; Interactive entries will be judged by the One Show Interactive jury; Design categories will be judged by the One Show Design jury. In the Innovative Marketing category, entries in different media will be judged together. Also, singles and campaigns will be judged together under Innovative Marketing and Interactive, respectively. Students are encouraged to decide if the work is stronger as a single or a campaign.

WINNERS

The finalists will be contacted in April 2007. All awards will be presented at the One Show Education Festival in May 2007 in New York City and will become part of the Traveling One Show Exhibition. All entries become the property of The One Club and will not be returned. All finalist work will be retained by The One Club for use in the One Show Annual. The entrant also grants permission to The One Club to show or license others to show, edit and publish the entries at such times and in such manner and media The One Club deems appropriate. The decision of The One Show Judges are final, including determinations as to eligibility.

ENTRY FEE

\$20 per entry regardless of single or campaign. There will be \$10 late fee added to each entry registered after the deadline. Bounced checks will incur a \$15 late fee and seriously delay your entry.

CLIENT PITCH COMPETITION

The Third Annual Client Pitch competition will be held during the Education Festival. All entrants for the College Competition are eligible to participate upon separate registration. The 10 selected teams will give a live presentation in front of a panel of judges. The results of the College Competition do not exclude anyone from participating in the Client Pitch competition.



ENTRY FEE PAYMENT INFORMATION

▶ Students pay for themselves

At the end of the online entry registration, students can chose ONLINE PAYMENT using a credit card or select OFFLINE PAYMENT and send in a check or cash along with the submissions.

▶ School pays for their students—Students register the entries online

Instruct your students to chose OFFLINE PAYMENT at the end of the online entry registration. School provides Maiko with information on whose entry fees should be covered by the school.

▶ School pays for their students—School registers their students entries

At the end of the online entry registration, school can chose ONLINE PAYMENT using a credit card or select OFFLINE PAYMENT and send in a check or cash along with the submissions.

THE ONE CLUB CONTACT

With questions regarding the College Competition, please contact Education Director Maiko Shiratori at 212-979-1900 x 21 or email her at education@oneclub.org.