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Young Marketer of the Year 2010

AANA is offering you the chance to **win a trip to the 2010 Cannes Lions International Advertising Festival** - the must attend event for any creative professional wishing to stay ahead with the innovations in their field.

Festival runs 20 June –26 June 2010.

The Competition

Positioning Marketing as a “Value Creator” Vs Cost Item

Your Task

We all know marketing is vital, but not all corporate executives recognise marketing as a ‘value creator’.

Devise a Strategy to assist the Chief Marketing Officer in positioning marketing as a ‘value creator’ rather than a cost item within the company.

You may choose to address the marketing function within your own organisation, a ‘virtual’ organisation, an industry sector, or across the whole marketing industry.

Your submission may be in the form of a creative brief, proposal or format of your choice and should be no more than 3000 words.

The Prize

A trip to next year’s Cannes Lions International Advertising Festival valued at approx \$10,000 (Includes: festival admission, economy class airfare, transfers, accommodation, and meal allowance).

How to Enter

Entry form is attached. For more information visit AANA’s website www.aana.com.au or phone 02 9221 8088.

CommonwealthBank



Kellogg's



News Limited

Telstra

Terms and Conditions of entry

1. Entrants must be working in the marketing communications industry or related field and be 30 years old or younger as at the closing date of the entry for the award (26th February 2010).
2. Employees of AANA member companies can enter free of charge. Non-members can enter at cost \$220 (incl. GST).
3. Entries are permitted by individuals only; no joint entries will be considered.
4. Only one entry per person is permitted.
5. The Australian Association of National Advertisers (AANA) will email each entrant acknowledging receipt of their entry.
6. Entries may be no more than 3,000 words.
7. Entrants must complete the entry form, and ensure that it is signed by their team manager / director confirming they will be granted time off to attend the Cannes Lions Advertising Awards festival in France.
8. Entries must be typed, 12 pt font, double-spaced and 4 hardcopy must be submitted to AANA Suite 2, Level 5, 99 Elizabeth Street, Sydney NSW 2000 no later than 5.00pm (EST) 26th February 2010. The entrant's name, company and email address should be included in the footer of each page. This will be removed from the copy provided to judges, as all entries will be judged anonymously. A copy of the entry form must be attached to the entry.
9. Each entry will be reviewed by a panel of judges. The judges' decision is final. No correspondence will be entered into.
10. All work presented as the entrant's own must be original; any quotes must be clearly marked and sources clearly referenced. Any form of plagiarism will result in automatic disqualification.
11. AANA has a perpetual, non-exclusive, world-wide, royalty-free licence to publish, reproduce, edit, translate and communicate to the public any entry, or any part or parts thereof or an edited version or versions thereof, via media releases, member communications, on the internet and in any other form or by any other means, with attribution to the author and her/his company provided in each instance.
12. By entering into this competition, entrants warrant and represent to the AANA that their respective entries:
 - (a) comply with condition 10; and
 - (b) do not contain any defamatory, misleading, obscene or otherwise unlawful matter,and that neither the entry nor its reproduction, publication, distribution or communication in Australia or overseas will infringe any third party's copyright or other intellectual property or breach any duty of confidence or right of privacy or other third party right.
13. Entrants hereby indemnify and agree to keep indemnified AANA, its officers, employees and agents (both present and future) and each of them from and against all actions, claims, demands and causes of action and the cost thereof which may now or in the future be made against AANA or its officers, employees or agents arising out of or in connection with a breach by an entrant of any of the warranties and representations contained in condition 11.
14. AANA reserves the right not to present the prize should the quality of submissions not be considered by AANA in its sole discretion to be of a high enough standard to warrant the award.
15. All award entrants will receive a certificate of participation.
16. The top 3 finalists will receive a certification of achievement.
17. The winner will be chosen on 5th March 2010. The winner will be notified no later than 12th March 2010, and their name will be mentioned on the AANA website, in news releases, and in communications to the AANA membership.
18. If the prize is not claimed by the winner by 19th March 2010, AANA may, in its sole discretion, award the prize to the next best entrant as determined by the judges or not award the prize should the quality of the next best entrant not be considered by AANA in its sole discretion to be of a high enough standard to warrant the award.
19. The winner agrees, if requested by AANA, to participate in publicity relating to the Young Marketers' Award.
20. The winner of the AANA Young Marketers' Award will be awarded an entry ticket to the Cannes Lions Advertising Awards Festival 20th – 26th June 2010. The prize also includes one return economy air ticket, airport transfers, up to 8 nights accommodation, and AUS \$500.00 meal allowance. The total value of the prize will not exceed \$10,000. Any other expenses, including but not limited to travel insurance, medical insurance and spending money are to be met by the winner. Travel arrangements will be made by AANA.
21. The prize may not be transferred to any other person.
22. No cash alternative or alternative prize is available. Travel must be taken on the dates specified by AANA.
23. Entry in this award implies acceptance of all terms and conditions.
24. AANA is entitled to amend these terms and conditions at any time by written notice to the award entrants, prior to the judging of the award.

DISCLAIMER

AANA is not liable for any loss or damage whatsoever which may be suffered or sustained as a result of taking the prize except for liability that cannot be excluded by law, and entrants release AANA and its officers, employees and agents from all actions, claims, demands and causes of action and the cost thereof in respect of any such loss or damage.