



FOR MAA WEBSITE

2012 Marketing Agencies Association Worldwide Global Academic Challenge

A “Cause for Poverty”

This year, Marketing Agency Teams from Universities and Business Schools around the World were tasked to create a new concept in fund raising, to address the rising threat of poverty in their community, their Country or any Country.

After two exhausting rounds of Judging, the unanimous Winner of the MAA Worldwide GLOBE, is Team BRICKS from the Interdisciplinary Center (IDC) Herzliya, Israel, for their “Your World - Their World” Campaign.



This is the second GLOBES win for the Team Lecturer Dr Yaron Timmor. In 2009, a Team from IDC Herzliya International School Israel under his guidance won their first GLOBE.



Members of Team BRICKS are Simona Gamse, Yehudit Pineles, Shaun Friedlander. The Team Lecturer is Dr Yaron Timmor and Teacher Assistant, Miss Aliza Shevio.

Silver Winner: Team Four Wise Men of Institute of Business Administration, University of Dhaka, Bangladesh for their “One Bangladesh” Campaign.

Team Members are Naznoor Rahman Rino, Rahsin Jamil, Md. Salman Rahman, Muhammed Tayabur Rahman. Class Lecturer: Homayara Latifa Ahmed.

Silver Winner: Team Illuminatti of Institute of Business Administration, University of Dhaka, Bangladesh for their “Silver Lining: Together... We Can Make A Difference” Campaign.

Team Members are Nabil Ahmed Khan, Sohanee Tamanna, Sajibul Kashem, Moshfequr Rahman & Saif Hassan.

GOLD AWARD

Team: BRICKS

Campaign: “Your World – Their World”

Judges’ Review

This project fully meets all the criteria for the competition. It clearly states the aims of the campaign and is explicit in how it will achieve those objectives. It deals systematically with all the elements in the challenge and delivers what was asked for in the brief. It does so with clarity, energy and an evident understanding of how to deploy many different techniques in a focused and well-coordinated multi-media promotional plan.

While many of the better entries did all that to some degree, the BRICKS entry stands out because it is able to do what most others’ could not by proposing a fresh and highly engaging approach to raising money and improving understanding of the causes of poverty. The core idea is original, interesting and likely to have strong appeal for a clearly defined target audience.

Many entries in this competition showed good awareness of the power of on-line marketing but BRICKS have taken it to a higher level of involvement through the design and development of an online game based on highly successful commercial models such as *The Sims* and *Farmville*. The team has cleverly developed this idea so that it comes across as fun to play while never losing sight of the overall goal to raise funds and build awareness of the reality of poverty in the developing world. This is a tough balancing act and we believe the BRICKS team has managed it with great skill and sensitivity.

We particularly admire the ability of the team to address all the audiences specified in the brief without ever departing from the core idea. BRICKS show great ingenuity in showing how the theme and the execution could be applied effectively to engage corporations, celebrities, governments as well as individual donors. Whereas many entries to this competition went about the challenge by proposing several different creative approaches, BRICKS’ campaign retains its thematic integrity throughout.



This team has clearly worked hard to provide evidence that their idea could work. One of the toughest challenges for promotional marketers has always been to produce an 'original idea with proven effectiveness'. BRICKS convinced us that there is good reason to believe that their campaign could work by setting out a solid programme of activity to turn the campaign from concept to reality.

This entry is not only strong conceptually and creatively but well thought through in terms of planning, administration, transparency, monitoring and evaluation and although the financial planning is understandably optimistic, it is well argued and clearly presented.

If we were being excessively harsh, we could question the optimistic time plan which assumes corporations and government agencies making quicker decisions than we usually experience in the real world.

If we could ask the team to change anything at all it might be the title which works better in its acronym form than the full version: 'Building Reality Is Creating a Kingdom for Support' which seems uncharacteristically pompous and lacks all the creativity and realism of the programme itself.

SILVER AWARD

Team: Four Wise Men

Campaign: One Bangladesh

Judges' Review

This entry proposes the creation of a new non-profit charitable organisation with the aim of uprooting poverty in the country. So it's ambitious in its vision and the scope of work it wants to undertake.

This team understands the importance of branding in the charitable sector and bases its work on a well-conceived model aligning brand integrity, brand image and brand identity. It has a strong and consistent core theme in 'One Bangladesh' which it uses as an umbrella campaign title to cover many strands of work – arguably too many to be managed effectively. Despite the complexity of the programme, however, the unifying ONE theme comes close to holding it together as does the clear targeting strategy focusing on young adults.

The graphic style is impressive and we appreciate the originality, power and creativity of the graffiti-style wall advertising. The street art is fresh, energetic and appealing and we would have liked to see the same liveliness, simplicity and originality come through in all the media executions. This street level approach is further developed in sound ideas for face to face marketing.

We also like the strategy and execution of the cell phone promotion and the use of mobile technology to reach the core audience and raise funds from it cost effectively. The concert tour at the heart of the campaign comes across as ambitious but the execution is well considered and certainly consistent with the overall theming and targeting of the marketing plan.



The campaign delivers on most of the requirements of the brief including celebrity participation, government support and corporate partnerships and we like the systematic way the team goes about building awareness and turning awareness into donations.

Four Wise Men show a good appreciation of the charity market, of the need for partnerships and of other initiatives to tackle poverty so we like the idea of launching the new foundation on the UN's International Day for the Eradication of Poverty.

This entry has a lot to commend it but loses touch with reality in its cost forecasting and sets itself a programme with so many different causes, projects and events that they would be unlikely to be manageable by a large well-established organisation and certainly beyond the scope of a start-up in its first year. The potentially strong brand idea is dissipated too rapidly into a plethora of sub-brands before the master brand would have a chance to establish itself.

SILVER AWARD

Team: [Illuminatti](#)

Campaign: [Silver Lining: Together... We Can Make A Difference](#)

Judges' Review

This entry defines poverty well and shows an excellent understanding of the aims and work of the charity it sets out to support. The team has rightly focused on just two areas of the work carried out by its charity client.

The team has been methodical in developing its idea through several phases of delivery and shows good understanding of the application of both traditional and electronic media. The team has dedicated considerable thought and energy in constructing a multi-media campaign and the project shows attention to detail throughout.

The core idea is based on the production a reality show that showcases potential entrepreneurs over 15 weeks and 25 episodes. While this idea is not original in many countries, the team argues that such a show will be the first of its kind in Bangladesh and our limited research seems to support that claim.

The team has thought through the creative, production and management of the TV series and has made an impressive effort at building scale and participation over the life of the campaign. Illuminatti make a strong case for their idea and have carefully thought through the ways in which they would adapt a western media concept for their own market.

It's certainly a big idea and shows a great deal of ambition while taking into account the brief's requirements for engagement with a wide range of stakeholders, including celebrities and the corporate sector.

Despite the thoroughness of the project, we feel that it is not well served by its creative work which lacks flair and consistency and tends to use a condescending tone of voice when talking about the people whom the charity is intended to benefit. The budget is wildly optimistic particularly in its



estimate of TV production costs and the entry as a whole would have benefited from more creativity and less detail. There's a big idea in here but it sometimes gets lost in the detail.

Orders of Merit have also been awarded to 7 Teams who in the eyes of the Judges, attained noteworthy scores.

41 Teams from Universities & Business Schools from Asia, Europe and the USA took part in this Year's Academic Challenge.

On behalf of all Members of MAA Worldwide, our thanks to all the Lecturers who accepted the "Cause for Poverty" Challenge and incorporated the brief into their Marketing Curriculum. We also thank our Judges for their time and expertise, particularly Barry Clarke who prepared the Judges' Review.

Our thanks also to the 200 or so Students who took part in the Programme and our very best wishes for your careers ahead.

For more information, go to: www.maaw.org or contact:

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All 2012 Winners

Award	Agency	University/Business School	Campaign
GLOBE	BRICKS	Interdisciplinary Center (IDC) Herzliya, Israel	"Your World - Their World"
Silver	Four Wise Men	Institute of Business Administration, Dhaka University, Bangladesh	One Bangladesh
Silver	Illuminatti	Institute of Business Administration, Dhaka University, Bangladesh	Silver Lining: Together... We Can Make A Difference

Orders of Merit

Agency	University/Business School
Creo Cratos Communications	Taylor's University, Malaysia
Gold Communications	Taylor's University, Malaysia
Ja-Ta-De Communications	Institute of Business Administration, Dhaka University, Bangladesh
QComm	The George Washington University, USA
The Lightman Group	Taylor's University, School of Communication, Malaysia
TRATA	Business Administration Discipline, Khulna University, Bangladesh
x.e.n.o.n.	Institute of Business Administration, Dhaka University, Bangladesh