TEMPLE AMA: GRAPHIC COMPETITION

Something to Anticipate

The Overview

OmegaCo has decided to enter the world of experiential marketing.
They have tasked your team to create an in person activation to reach their
brand customers. OmegaCo has no budget constraints, and will fully fund the
best idea available.

The Ask

Work in teams to create a concept for a pop-up marketing event, including event branding and collateral. A logo for OmegaCo will be provided. Teams can either use the provided logo or update it to fit their concept.

Teams can decide who the intended audience for the marketing event is, but all teams should target customers between the ages of 18 and 35.

Teams are asked to submit 4 core components, but can flesh out their concepts as much as they'd like to provide a fuller picture.

DOWNLOAD LOGO

The Submission

All teams will be judged on (4) core components:

Brand Concept

Brief page describing what OmegaCo sells, their target audience, and the overall aesthetic of their brand. The aesthetic should include some brand colors. (Please note: this page is mainly set-up, and to allow teams flexibility in deciding what they market and who they want to market to. It will be weighted less in the judging).

Event Promotional Graphic

Page showcasing at least one promotional element for the event. Potential examples could include a 24"w x 36"h poster, a billboard, an Instagram ad, a bus wrap, etc.

Pop-Up Concept

Page detailing the pop-up concept. Include a brief paragraph describing the event (where it will occur and what will happen at it), as well as 4-6 supporting inspiration images. It is fine if some or all of the inspiration images are reference images from other brands or events.

Brand Collateral Design

Page showcasing brand collateral from the event. Examples could include t-shirts, hats, tote bags, stickers, etc.

The Extras

While these extra components are not required, we have included additional elements to consider when creating your design proposal for this pop-up marketing event.

These ideas can be visually communicated through any available resources to your team and are not constrained by any submission parameters.

Extras could include:
- Reference Imagery
- Quick Napkin Sketches
- 3D Modeling Software
- Physical Prototype (i.e., cardboard boxes, tubes, or anything else you can find)

Signage + Wayfinding

High-Level thought starter on how elements of the brand can inform directional signage within the event.

Environmental Graphics

How can color, texture, and messaging define an environment or themes within your pop-up marketing experience? Think street art, large scale murals, and beyond.
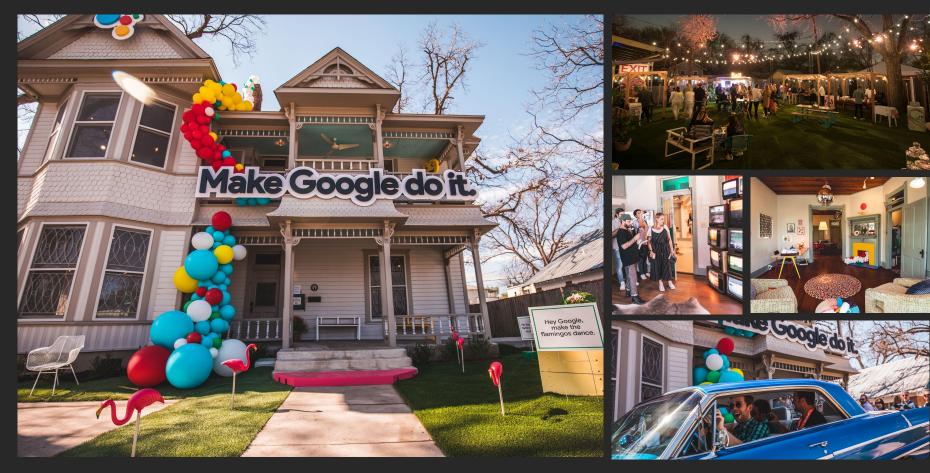
Visually Immersive Experiences

How can we turn the brand into an experience? Develop ideas on visually immersive experiences or activities that will connect the brand with your target audience. What unique thing are people doing at this pop-up experience, and how will it stand out from your competitors?

Any and all ideas are welcome!

Logistics

- Submissions are due Sunday, April 16th at 11:59pm to maeve.coogan@temple.edu

- Submission format: PDF Slide Deck

    - No slide limit

- No animations

- You will not present this, your pdf will be sent to judges as is.

- You may work in teams of 1-4.

- Winners will be announced on April 21st (see site for schedule)