



## IDEA Bank Marketing Competition

Open to current Troy University students with an existing business

### Brief Overview

Troy University students with an existing business are eligible to compete for an advertising bundle worth over \$2,000 by setting up a creative business display at the IDEA Bank in downtown Troy, AL. Contestants are required to set up a physical display and submit corresponding business marketing materials, which will all be evaluated by a variety of judges using a scorecard.

### Winning Business Receives:

- Digital advertising on local Pronto Digital Screens
- Professional photo shoot of your business/products
- Quarter-page ad in Troy Messenger newspaper
- TROY Today blog story highlighting your business
- Post on Troy University social media and IDEA Bank social media
- Feature in IDEA Bank Buzz Newsletter
- Feature on IDEA Bank website for 3 months
- Feature in TROY Today Magazine
- 10 outdoor yard signs or similar signage

*The IDEA Bank staff will work directly with the winning business owner to execute an advertising plan that fits with the business's brand and marketing goals.*

### Important Dates-

- **Deadline to enter:** 12:00 p.m. on Friday, February 9  
*Your entry will be confirmed via email no later than 11:59 p.m. on Feb. 9*
- **Virtual Meeting:** Monday, February 12 at 4 p.m.
- **Display Setup at the IDEA Bank:** Set up between 9 a.m. and 4 p.m. on Monday, February 19 and Tuesday, February 20  
*Display and supplemental materials due by 4 p.m. on Tuesday, February 20*
- Display remains set up for judging on Wednesday, February 21 and Thursday, February 22
- **Marketing Competition Luncheon and Winner Announcement:** Friday, February 23 at 11:30 am - 1:00 pm  
*Contestant friends and family are invited*

### Requirements to Enter:



- Must put together a creative display in a designated area of the IDEA Bank that promotes your business and provides visitors with a call to action
  - You will be provided with entry confirmation once you have entered the competition using the entry form. Your display will be set up in a designated area of the IDEA Bank to be judged on Wednesday, Feb. 21 and Thursday, Feb. 22. You may begin setting up as early as 9 a.m. on February 19.
  - There are no requirements for what must be included in the display, but they will be judged based on creativity, visual appeal, clarity of information, and ease of a potential customer to follow up with a sale.
- In addition to the display, you must submit the following materials:
  - A 1-page informational document with your business name, mission statement, contact info, website and/or social media, target audience and general marketing strategy. We encourage you to treat this document as a reflection of your business and incorporate your original branding and/or creative designs
  - An original business card
  - A promotional flyer
  - These items must be submitted in a folder labeled with your name and business name

A virtual meeting with all participants will be held on Monday, February 12 at 4 p.m. to review the requirements and answer any questions.

A celebratory luncheon will be held on Friday, February 23 from 11:30 a.m. - 1 p.m. to celebrate the participants, share info about all of the participating businesses, and announce the competition winner

2023 Winning Display: Countryside Kennels

