



BRAND X
CHALLENGE 2013

FEATURING



UNDER ARMOUR.

ENTER THE FIRST

STUDENT EXPERIENCE DESIGN COMPETITION

UNDER ARMOUR IS LENDING YOU THEIR BRAND FOR EIGHT WEEKS! GRAB YOUR FRIENDS AND GET INSPIRED BY ONE OF THE FASTEST-GROWING BRANDS ON THE PLANET AS YOU DESIGN A MOCK EXPERIENTIAL CAMPAIGN FOR THE 2014 WINTER OLYMPICS. YOU MIGHT WIN UP TO \$3,000 IN CASH, A MAGAZINE ARTICLE ON YOU, A PAID INTERNSHIP AND EVEN A TRIP TO CHICAGO!

Experience design is one of the fastest-growing segments of design. Learn about this red-hot design discipline as you concept a hypothetical experiential campaign for the 2014 Winter Olympics in Russia!

**DEADLINE TO SIGN UP:
FEBRUARY 28**

**SUBMISSIONS DUE:
APRIL 5**

**SIGN UP AND BECOME A PART OF IT ALL AT
[FACEBOOK.COM/BRANDXCHALLENGE](https://www.facebook.com/brandxchallenge)**



IN CONJUNCTION WITH

EVENT MARKETER

EVENT DESIGN