



BRAND X CHALLENGE 2013

FEATURING



UNDER ARMOUR.

OVERVIEW

The Brand X Experience Design Student Competition is a national competition for undergraduate design and marketing students enrolled at a college or university. Participating student teams will learn about the growing experience design discipline as they develop a hypothetical experiential marketing campaign for Under Armour's sponsorship of the 2014 Winter Olympics in Sochi, Russia.

The winning team will receive a \$3,000 cash prize—and will be offered paid internships with George P. Johnson Experience Marketing. The winning team will also be flown to the Event Marketing Summit (May 6-8, 2013 in Chicago) industry conference for a special awards ceremony in front of more than 1,000 industry leaders. Second-place winners will receive \$2,000 and first-place winners \$1,000.

The goal of the Brand X competition: Expose students to the creative challenges of "experience design," a fun and growing segment of the design industry and one of the fastest-growing job sectors for design professionals. What is experience design? It's the creation of live branded experiences that combine creative strategy with structural elements to bring a brand to life for its audience. If you've seen Coke's Spring Break Village, the Jeep exhibit at the Detroit Auto Show or Best Buy's college campus Ultimate Dorm Room, then you've seen some great examples of experience design.

BRAND X CREATOR AND PARTNERS

Brand X was created by George P. Johnson Experience Marketing (gpj.com), the #1 ranked experience marketing agency. GPJ helps clients such as IBM, Toyota and Chobani Yogurt bring their brands to life through great experience design. Each year, the Brand X competition invites students to design a hypothetical experience for a real company. For 2013, Under Armour, the fast growing sports apparel and active lifestyle brand, will be the competition's "client." Managing the entry process and communications with students are the editors of Event Marketer magazine and Event Design magazine, the industry's leading publications on experience design and marketing.

WHY BRAND X IS UNIQUE

Brand X is the first student design competition of its kind. By participating, you aren't just creating "ideas"—you are concepting a campaign for a real company, Under Armour. Participants will have access to a series of online training webcasts that will provide you with information on experience design and most importantly, Under Armour's goals, their design parameters, background on their consumer audience, and the brand's heritage. Each team will be assigned a "design mentor" from George P. Johnson's global design team to help along the way. And finally, Brand X will be judged by experiential marketers from many of the companies you know, including Intel, HP, Coke, Activision, Chrysler, Lexus and more. Quite simply, there's never been a student design competition like this—you'll learn about one of the fastest-growing forms of design, create a hypothetical program for Under Armour and potentially rub shoulders with some of the best designers on the planet!

PARTICIPATING IN BRAND X

Excited? You should be! Brand X might just be the most fun you've ever had participating in a professional design competition.

THERE ARE FOUR PARTICIPATION PHASES.

- 1. LEARN PHASE.** Once you confirm your participation in Brand X, we will contact you to say hello and send you full information on the program. From there, you'll have a week to watch two brief but informative online "training webcasts." The first will teach you what experience design is. And the second will give you an overview of the Under Armour brand. You'll need to view both webcasts in order to advance in this year's Brand X competition.
- 2. DESIGN PHASE.** Once you complete the two web training sessions, you'll have two weeks to put together an initial concept that ties into the overall guidelines of Brand X. This is when the fun really begins!
- 3. REFINE PHASE.** We will assign one of George P. Johnson's designers to review your initial concept and provide feedback on what's working and what you might want to change or enhance. This is a great opportunity for one-on-one coaching by a design "mentor." Following a feedback session on the phone, you'll then have three weeks to prepare your final submission.
- 4. SUBMISSION AND JUDGING PHASE.** You will submit your final entry online. You'll upload your entry elements from your computer and we will confirm receipt. From there, cross your fingers while our judges review the entries and select the finalists and winners.



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CONTACT AT BRAND X

Your day-to-day contact is Patrick Gorman at Event Design magazine. Contact him with questions or comments at 203-899-8441 and via email at pgorman@red7media.com.

DATES AND DEADLINES

Students interested in participating in Brand X should be aware of the following deadlines:

BY FEBRUARY 28. Student teams must confirm their intent to enter Brand X and complete watching the two online training webcasts.

WEEK OF MARCH 14. Student teams review their initial concepts with “designer mentor.”

BY APRIL 5. Student teams uploads final submission.

WEEK OF APRIL 15. Judging of Brand X.

WEEK OF APRIL 21. Finalists announced.

WEEK OF MAY 8. Winning team announced and awarded at ceremony in Chicago.

MORE INFO:



TERMS AND CONDITIONS OF BRAND X COMPETITION

“Brand X” is owned and operated by George P. Johnson (“GPJ” or “Owner”). Your access to, and use of, the Brand X Student Experience Design Competition is subject to these Terms and Conditions and all applicable laws. By accessing and participating with the Brand X Student Experience Design Competition, you accept and agree to abide by, without limitation or qualification, these Terms and Conditions.

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Submissions. Any non-personal information, communications or material you submit to the Brand X Student Experience Design Competition by e-mail, download, or otherwise (“Submission”), is non-confidential, and the Brand X Student Experience Design Competition and partners are free to use and reproduce such Submission freely, and for any purpose. Specifically, the Brand X Student Experience Design Competition Owner and Partners are free to use any ideas or concepts contained in any such Submission for any purpose whatsoever, including, but not limited to, developing, manufacturing, advertising and marketing products. Any such use is without compensation to the person submitting. If Owner and Partners specifically agree to keep it confidential or not use it, they nevertheless, do not waive any rights they may have to similar or related ideas previously known to Owner or Partners or developed by their employees, or obtained from sources other than you.

You further acknowledge and warrant that the Submission contains only your own material and content or material and content that you have undeniable rights to use, and that the Brand X Student Experience Design Competition’s, GPJ’s or Partners’ use of any Submission will not violate any third party’s rights. You further acknowledge and warrant that you are at least eighteen years of age or the age of majority in your state of residence. The Brand X Student Experience Design Competition is under no obligation to use Submissions.

Release. By participating, you agree to release and hold harmless the George P. Johnson Company, the Partners and their respective subsidiaries, affiliates, suppliers, distributors, advertising/

promotion agencies and each of their respective parent companies, and each such company’s officers, directors, employees and agents from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, due in whole or in part, directly or indirectly, to participation in the Competition, or in any Competition-related activity, or receipt or use or misuse of any Submission.

Publicity. Except where prohibited, participation in the Competition constitutes your consent to the Brand X Student Experience Design Competition and its designees’ perpetual use of your name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, at any time, without further payment or consideration.

General Conditions. GPJ reserves the right to cancel, suspend and/or modify the Competition, or any part of it, if any fraud, technical failures or any other factor beyond GPJ’s reasonable control impairs the integrity or proper functioning of the Competition, as determined by GPJ in its sole discretion. In no event will more prizes be awarded than are stated above. GPJ reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Competition or to be acting in violation of these rules or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Competition may be a violation of criminal and civil law, and, should such an attempt be made, GPJ reserves the right to seek damages from any such person to the fullest extent permitted by law. GPJ’s failure to enforce any term of these rules shall not constitute a waiver of that provision. The Competition is subject to all applicable federal, state and local laws

Disputes. Except where prohibited, you agree that: (1) any and all disputes, claims and causes of action arising out of or connected with this Competition or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan or the appropriate Michigan state court of competent jurisdiction; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Competition, but in no event attorneys’ fees; and (3) you will not under any circumstance be permitted to obtain an award(s) for, and you hereby waive all rights to claim, indirect, punitive, incidental and consequential damages and/or any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Terms and Conditions, or the rights and obligations of either you and/or GPJ in connection with the Competition, shall be governed by, and construed in accordance with, the laws of the State of Michigan, without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.