CPCF CAMPAIGN CHALLENGE **2027**



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CPCF CAMPAIGN CHALLENGE **2027**



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CAMPAIGN CHALLENGE AIMS

01 Assign student teams a contemporary communication problem to solve, offering an extraordinary experiential learning opportunity.

02 Showcase finalist teams' creativity and communication excellence to industry professionals, fellow Brock students and the wider community.

03 Foster critical thinking, problem solving , and communication skills in high demand fields such as branding, advertising, marketing, PR, risk mitigation and media management to give Brock students a competitive edge.

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2027 CHALLENGE: THE BRIEF IN BRIEF

Your Challenge: Convice 19-24 year-olds in St.Catharines to discover Sobrii, a sophisticated non-alcoholic spirit. Your campaign needs to make Sobrii stand out and inspire first-time sampling.



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BRAND BACKGROUND

Sobrii is a Canadian-made non-alcoholic spirits brand redefining the drinking experience for today's mindful consumer. Created for those who want to enjoy the taste, ritual, and social connection of a great drink without the alcohol, Sobrii offers a premium range of zero-proof spirits.

Whether you're hosting friends, enjoying a night out, or simplylooking for a refreshing alternative, Sobriidelivers a sophisticated drinking experience without compromise.

Søbrii®
NON-ALCOHOLIC

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OBJECTIVES

Bob Huitema started Sobrii in 2018 after working at Heinz, Diageo and KPMG. He loved cocktails and hated hangovers. He could not find a non-alcoholic drink on the market that didn't compromise on taste, so he made one.

We chose Sobrii (pronounced So-bree, Latin for "sober") this year because it's a well-crafted drink, one that could appeal to young people who drink alcohol as well as those who don't.

Right now you can buy Sobrii online, at the Niagara College Teaching Winery in Niagara-on-the-Lake and at Commisso's Fresh Foods in Niagara Falls. The company is thinking about expanding across Niagara and wants to test the waters first in St. Catharines with 19-24 year-olds. Most of them have never heard of Sobrii, and very few have tried it.

We're asking student teams to create a consumer campaign that gets young adults in St. Catharines to notice Sobrii and try it. It needs a digital piece and an in-person brand experience run with a local venue, and the two have to be clearly connected. You have $5,000 to spend.

Sobrii's voice is sophisticated and honest, never pushy, and your campaign should work with the brand's current look and the products it already makes. At the event, the brand should sit comfortably in the space rather than colonize it with logos. Partner with a third place your audience would choose to hang out in.

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DELIVERABLES



Campaign Strategy

-How do the different elements of the campaign come together to achieve the brand's objectives?

-Profile of the target audience.

-Mock-ups of the campaign – Walk us through the campaign. What it looks, sounds and feels like? Show us your ideas, instead of simply telling us.

-Media plan communicated through a media schedule.

-Visualization of where the **$7,500 campaign budget** will be allocated.

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WHY SHOULD I ENTER?

-Apply your knowledge and express your creativity.

-Bond with peers and engage in friendly competition

-Network with industry professionals.

-Refine in-demand critical thinking, problem solving, and strategic communication skills.

-Exhibit your work to a wider audience.

-Obtain a resume entry that makes you stand out.

-Create a portfolio sample of your work to show to potential employers or grad schools.

-Win prize money!



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PRIZE MONEY

1st Place - **$1500**

2nd Place - **$1000**

3rd Place - **$500**



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HOW TO PARTICIPATE

01 Form a team of 2-4, third-year, or fourth-year students (include at least one CPCF student). Imagine your team is a communication agency.

02 Read the brief and examine the “problem” you are to address.

03 Conduct preliminary research on the brand, as well as terms and concepts the brief raises.

04 Write your response to the brief to convince the client (the brand) to speak to you about your marketing proposal and potentially invest money into your idea.

05 Format your response as a slide deck.

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SLIDE DECK



Prepare a slide deck that outlines your campaign, covering all deliverables. Include the following:

A cover slide: Include a title that conveys your pitch to the brand and identifies team members. You may include your agency's name, if you wish.

Body: Communicate your campaign idea in a clear, legible, succinct, logical fashion. Provide enough detail to explain the campaign logically. Incorporate tables, images, and charts to summarize research and highlight and make your ideas vivid.

Conclusion: Sum up how your idea meets the objectives laid out in the brief. Cite all research references and any pertinent additional information in footnotes or endnotes.

Aim to provide enough slides to support a 20-minute presentation.

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HOW TO ENTER THE CHALLENGE



Register to enter no later than 10:00pm on February 5, 2027.

Fill out the registration form with the following information:

-The first and last names of all team members.

-Each team member's Brock University email address.

The program and year of study of each team member.

Consent for the disclosure and publication of the team members' names, programs, years of study, and content of responses to the brief in promotional material.

Submit your slide deck before the **entry deadline 11:59pm Monday February 8th, 2027**.

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HOW ARE FINALISTS SELECTED?

-A panel of Brock University faculty will select three finalist teams based on the merits of the submissions, on criteria such as strategy, creativity, and feasibility.

-Finalist teams will be notified by email, provided feedback and given the task to test and transform their proposal into a pitch.

-Final pitches will be presented to contest judges and respond to judges' questions at the Camapaign Challenge event on **Friday, March 5th, 2027**.



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CPCF CAMPAIGN CHALLENGE EVENT

Friday, March 5th, 2027

1:30pm - 5:00pm
Followed by dinner

Location:
Brock University
Rankin Family Pavilion
Room 214/215

Information available
at website

Email: CPCFpitch@brocku.ca

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CPCF CAMPAIGN CHALLENGE DAY PLAN

1:30-1:45	-Invite all to snacks and coffee, short meet and greet
1:45-1:55	-Welcome and Introduction of Judges (MC)
1:55-2:05	-A Salute to Terry O'Malley
2:05-2:10	-Brief introduction of Pitching Group #1 (MC)
2:10-2:30	-Pitching Group #1 (20 minutes)
2:30-2:45	-Q&A by the Judges (15 minutes)
2:45-2:50	-Brief introduction of Pitching Group #2 (MC)
2:50-3:10	-Pitching Group #2 (20 minutes)
3:10-3:25	-Q&A by the Judges (15 minutes)
3:25-3:30	-Brief introduction of Pitching Group #3 (MC)
3:30-3:50	-Pitching Group #3 (20 minutes)
3:50-4:05	-Q&A by the Judges (15 minutes)
4:05-4:20	-Judges deliberation (15 minutes) to rank the pitches (1st, 2nd, 3rd)
4:20-4:30	-Announcement of the winners! (MC)
4:30-4:40	-Thank the participants, the attendees, the Judges (MC)
4:40-5:00	-Pictures
5:00-6:30	-Dinner with Judges, faculty, and students (RFP 214/215)

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NEED SUPPORT?



If you need help to...

Form a team or find a CPCF group member...

Obtain more information...

Learn how to produce a campaign and slide deck...

Solve a technical difficulty while registering or submitting slide deck...

Contact: CPCFpitch@brocku.ca

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ELIGIBILITY & RULES

The CPCF Campaign Challenge is run by the Brock University Department of Communication, Popular Culture and Film and is governed by the rules posted at the following link.

Please be sure to read the entire section to avoid disqualification or disappointment.