



COMMUNICATION, POPULAR CULTURE & FILM

CPCF CAMPAIGN CHALLENGE 2025

Content

- 01 Campaign Challenge Aims
- 02 2025 Challenge: The Brief in Brief
- 03 Brand Background
- 04 Objectives
- 05 Deliverables
- 06 Why Should I Enter?
- 07 Prize Money
- 08 How to Participate
- 09 Slide Deck
- 10 How to Enter the Challenge
- 11 How Finalists are Selected
- 12 CPCF Campaign Challenge Event
- 13 Need Support?
- 14 Eligibility & Rules



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

2025 Challenge: The Brief in Brief

RifRuf, maker of high quality doggie sneaker, is looking for a student creative team, to create a creative campaign to build brand awareness among GenZ dog lovers in the Greater Toronto Area.



Brand Background

RIFRUF is a pioneering line of paw-ware crafted from the same high-quality materials used for human sneakers and boots. Guided by a mission to help dogs “look their best and live to their fullest, every step of the way”, RIFRUF believes dogs deserve the same level of protection as humans. Produced in Queens, New York, these high-performance, easy-to-use shoes, tailored for dogs of all sizes and lifestyles, have earned RIFRUF many customers, a dedicated following, and awards.



Objectives

To extend into Canada with a powerful, creative campaign to build awareness of RIFRUF among Gen Z dog lovers in the Greater Toronto Area. The campaign will educate young adults about the product in a meaningful way through the places and media they inhabit. It will include an interactive online/offline/hybrid brand engagement experience or event to make RIFRUF the center of conversation and encourage young dog owners to try the products.

RIFRUF aims to lay foundations for a long-term relationship with young Canadians. Doesn't Nike-quality doggie shoes deserve a Nike-quality brand campaign?



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 look, sound, feel like? Show your ideas, instead of simply telling us them.
- Media plan communicated through a media schedule.
- Pie chart visualizing where the \$150,000 campaign budget will be allocated.



Why Should I Enter?

- Apply your knowledge and express your creativity
- Experience something new
- Bond with peers and engage in friendly competition
- Network with industry judges
- 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 some money!



Prize Money



1st Place - \$1,500

2nd Place - \$900

3rd Place - \$600

How to Participate

1. 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.
2. Read the brief and examine the “problem” you are to address.
3. Conduct preliminary research on the brand, as well as terms and concepts the brief raises.
4. 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.
5. Format your response as a slide deck.

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 that 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.



How to Enter the Challenge

Register to enter no later than 10:00pm on February 6, 2025.

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
- Submit your slide deck before the **entry deadline 11:59pm February 7, 2025**

How Finalists are 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 finalize and transform their proposal into a pitch, present it to contest judges and respond to judges' questions on **Friday, February 28th, 2025.**
- Other entrants will have the chance to have lunch with the judges.

CPCF Campaign Challenge Event

- Event Date: Friday, February 28, 2025
- Time: 1:00-4:30 p.m.
- Location: Brock University
 - Rankin Family Pavilion (RFP) 215 + Goodman School Business (GSB) 408
- Information: Available at [website](#)
- Email: CPCFpitch@brocku.ca

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

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.