



**national
student
advertising
competition
what's new?
2021-2022**



help! this is different!!!

OK...Deep breaths...This is different in a *good* way! This has been a carefully considered process that included feedback from faculty advisors, NSAC alumni, past judges, and District Coordinators. The NSAC Subcommittee of the National Education Executive Committee worked hard with staff to make sure we are structuring the competition in the best way to provide the most true-to-life, real-world experience and the best educational opportunity.

Good, I trust this process. So, what's new this year?

Nothing new, per say. Just restructured! Faculty consistently tell us year after year – your teams need MORE TIME. This year, there is an additional later deadline for all teams meant to give you more time to complete major components of your campaign. Think of the new NSAC in three parts:

Part 1: Plans Book (11 pages)—Research, Insights, Strategy & Concept **Due March 23, 2022 at 3:00pm ET**

Your Plans Book should cover WHAT and WHY. It should include your research, insights, and strategy through to your creative concept.

The Plans Book does not need to include your executions but should include your big idea/concept. Think of this as the build up to the exact point of “And here is how we’re going to pull it off.”

Part 2: Reference Materials—Creative, Media & Budget **Due April 1, 2022 at 3:00pm ET**

Show how you’re going to pull it off. This new deadline is for your Media Flow Chart and Budget and five creative executions.

Your Media Flow Chart and Budget should be a maximum of two pages. The creative executions are exactly what you used to submit at the Plans Book deadline, just a week later. Executions must follow guidelines outlined in the Policies and Procedures.

The materials you submit at this deadline will be given to the judges by AAF at your presentation as a “leave-behind” reference. They will not be scored separately – the components from these materials must be covered in your presentation in order to be scored.

Part 3: Presentation (20 minutes) **District Competitions April 2022**

The Pitch. Tell the cohesive and compelling story of your entire campaign from start to finish.

Like always, the research, insight, big idea, strategy, executions, media, budget, evaluation, KPIs –everything should be in your presentation!



Why the second deadline? Why can't I just bring my media and creative to the Presentation?

The competition needs to remain fair for all teams. The District Competitions take place over the month of April—some earlier and some later. By maintaining a consistent, nationwide deadline for your Plans Book and Reference Materials, no team has more time than another to establish the core ideas and executions of their campaign.

That's extremely reasonable. Is anything else changing?

Yes—the scoring system is changing. The Plans Book and Presentation scoring categories are different and total scores weighted differently.

The PRESENTATION SCORE is worth 65% of the total score.

The PLANS BOOK SCORE is worth 35% of the total score.

This is more true to the real-world experience of business being won on the pitch. The categories have also changed so the Plans Book and Presentation scores will be based on different components. New scoresheets are included in the Policies and Procedures.

You'll also see deadlines are now 3:00pm ET. We realize that's a high stress moment for many teams and AAF Staff want to be as available and responsive as possible without life getting in the way. This helps us serve you better.

Does this change how I should approach NSAC?

Maybe. These changes were put in place with two goals in mind:

- Give teams more time to submit their best creative and media work.
- Putting more focus on the presentation to better reflect the real-world experience of business being won and lost on the pitch.

Because the presentation is the only comprehensive overview of your campaign and will be worth 65% of the overall team score, we encourage you to guide your team to work on the presentation throughout the NSAC process—not just once the book is complete.

I have a lot of questions...

Fire away! Please join us for a Faculty NSAC Overview Zoom meeting on Wednesday, September 15 at 3:00pm ET for an overview and Q&A for this year's competition. You can also reach out to Laura Roha at any time, lroha@aaf.org.