

# Marketing & Business Leadership Day Commercial Contest



## You Create the Ad Campaign Guidelines

- Format must be a DVD and no more than 30 seconds in length
- Target audience: **TEENAGERS – Ask yourself what you would want to see in a commercial!**
- Multiple entries per school will be accepted. Each entry may have 3-5 students participating.
- Entries must be received by Friday, April 10, 2020
- Each entry must be labeled with:
  - School Name, Instructor's Name, School Address, Phone Number, and the Number of Students on the team
- Winners will be announced and winning commercials will be shown at the end of the seminar
- In order to compete, your school must purchase **Marketing and Business Leadership Day tickets** at least 5 business days in advance of the Marketing and Business Leadership Day event
- B-roll, logos and photos are available for downloading; please email Krystal Adams at [kmadams@sftp.com](mailto:kmadams@sftp.com) to request footage and photos.
- Send entries to: Six Flags Great America, Attn: Krystal Adams – Marketing Day Contest, 542 N Route 21, Gurnee, IL 60031

## Contest Theme: Tsunami Surge

In 2020 Hurricane Harbor Chicago will introduce the World's Tallest Water Coaster, **Tsunami Surge!** Tsunami Surge will be the tallest water coaster in the world at a height of 86 feet! Reach a top speed of 28 miles per hour over 950 feet of enclosed tunnels and open air slides featuring three gravity-defying blasts and five breathtaking drops, along with five hairpin turns. Experience mind-blowing bursts of color with AquaLucent visual effects that intensify the ride experience.

It is your job to create a commercial that highlights Tsunami Surge along with Hurricane Harbor Chicago while also focusing on everything Six Flags Great America has to offer. \*\* Remember, a season pass gets you in to not only Six Flags Great America but Hurricane Harbor Chicago AND Hurricane Harbor Rockford as well.

You may choose to use the actual Six Flags b-roll or you may create your own. In any case, your commercial will be judged on creativity, quality, and how effective it is at conveying the message to the targeted audience. The top three entries will be played during the seminar and cash prizes will be awarded to the winning schools.

## Tips when creating your commercial

- Be sure to use the correct parks logo, we are **Six Flags Great America and Hurricane Harbor Chicago**
- **Make sure there is a call to action!** Give people reasons why they should visit but also tell them how they can visit. Where can they purchase season passes or tickets? Where can they get more information?
- Think of what you see in today's commercials.
- **Don't just use pieces of our existing commercials, CREATE YOUR OWN!**
- Be creative! Think outside of the box.

**Good Luck!**