

# EF Case Competition 2019

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## Terms of Participation

### Eligibility

1. Entry is free and open to current undergraduate students of any tertiary institutions in Hong Kong and Macau area, aged 18 years or above at the date of participation, who complete, in full, the competition registration form on the campaign website [www.ef.com.hk/casecompetition](http://www.ef.com.hk/casecompetition) with team member details.

### How to enter

2. To be considered for the EF Case Competition, participants must have completed their application by submitting their registration per team of 2 to 3 people on our campaign website above. As a team, they need to submit their case proposal in the form of maximum 10 ppt slides or 3-page word document to [ambhk@ef.com](mailto:ambhk@ef.com).

### Case proposal

3. The goal of the case competition is to promote EF brand and expand EF potential customer base. The marketing idea can be in the form of online or offline activity; can be one-off or series of activities, within the given timeframe and budget; can focus on 1 or multiple products and services EF offers; must be within Hong Kong or Macau area.

4. The marketing idea cannot be the direct purchase of leads, personal info, impression and/or engagement. Teams will be disqualified if they do not abide by this rule.

### Competition period

5. The registration will be closed on February 15<sup>th</sup>, 2019. The rest of the competition process with different selection stages will last until April 18<sup>th</sup>, 2019. EF Education Limited reserves the right to extend or reduce the duration, provided that the change will be published on this page [www.ef.com.hk/casecompetition](http://www.ef.com.hk/casecompetition). EF Education Limited also reserves the right to modify the Terms of Participation as well as to cancel the competition. Such changes will become effective when we post the revised Terms of Participation on the aforementioned website.

### Selection Process

6. 10 semi-finalist teams will be selected from all participating teams and invited for the case presentation. 5 finalist teams will be selected and invited for project execution for 1 month. The final winner will be selected based on the execution results.

### Competition Schedule

7. After registration on [www.ef.com.hk/casecompetition](http://www.ef.com.hk/casecompetition), applicants will receive an email for registration confirmation and an EF introduction pack that helps them prepare the case proposal.

8. Students should submit their case proposal per team in the form of maximum 10 ppt slides or 3-page word document to [ambhk@ef.com](mailto:ambhk@ef.com) on or before February 28<sup>th</sup>, 2019.

9. Top 10 teams selected as the semi-finalists will be contacted separately and invited on or before March 8<sup>th</sup>, 2019 for the case presentation.

10. All 10 shortlisted teams need to attend and present on the presentation day at EF Hong Kong office on March 16<sup>th</sup>, 2019. Teams cannot proceed to next stage of case competition if they fail to complete this requirement.

11. The top 5 teams selected as the finalists will be contacted on March 18<sup>th</sup>, 2019 and will be provided a budget of 5,000HKD per team to execute the case marketing idea, from that day to April 18<sup>th</sup>, 2019, upon which they need to submit the execution results.

12. Winning team with the best execution results will be announced and contacted on April 30<sup>th</sup>, 2019.

## **The Expenses**

13. Any Macau semi-finalist teams selected will need to join the presentation day at EF Hong Kong office.

Transportation cost from Macau to Hong Kong will be reimbursed with physical proofs of spending on normal class ferry or coach transportation.

14. Transportation within Hong Kong or within Macau area for the presentation or during the execution period will not be reimbursed.

15. 5 finalist teams will be given a 5,000HKD budget per team solely and only for executing the marketing idea. Physical receipts will have to be submitted in order to receive the monetary reimbursement, after the whole execution period is over. The receipt submission has to be done within 1 month after the competition ends on April 30<sup>th</sup>, 2019 or the team reimbursement will be considered forfeited.

## **The Prizes**

16. The winning team will be awarded a 1-week language trip in one of the EF's 52 language schools worldwide. The team of 2 or 3 could choose to go to a destination together or separately. Each winning teammate will be awarded an 8,000HKD budget per person for the round-trip flight tickets, including taxes and surcharges, to the destination chosen. Physical air ticket receipts have to be presented for such reimbursement. If the air tickets with taxes and surcharges cost over 8,000HKD per person, winners need to cover the extra cost themselves.

17. 1-week language course fee (Monday to Friday), including host family accommodation (check-in on Sunday and check-out on Saturday), 10 meals at host (breakfast and dinner on weekdays), course textbook, travel insurance, course enrolment fee will be covered by the prize.

18. Except the above mentioned, all other costs incurred during the language trip period will have to be borne by the winners themselves.

19. The start date of the 1-week language trip awarded to the winning team must be on or before September 30<sup>th</sup> 2019.

20. Teammates of the 10 semi-finalist teams will each receive an award certificate and a cash coupon of 1,000HKD per person to be used for enrolment in any EF language tours. Teammates of the 5 finalist teams will each receive an award certificate and a cash coupon of 2,000HKD per person to be used for enrolment in any EF language tours. Usage of the cash coupon will be governed by the cash coupon's specific terms of use.

## **Selection Criteria**

21. At the first selection stage, judges will review and grade the quality of the submitted 10 ppt slides or 3-page word document, based on challenge definition, creativity, originality, cost effectiveness and marketing impact.

22. At the second selection stage, selection will be based on project presentation, event planning, teamwork and overall organization.

23. At the final stage, the team execution with the biggest marketing impact, in the form of leads generated (names with phone numbers and email addresses), engagement generated (likes, comments, shares) and impression made (views or clicks) will win.

## **Rights of Interpretation**

24. EF Education Limited reserves the final rights of interpretation and decision for everything related to the competition. For any inquiries, please contact Ms Gloria Pong at 2111 2393 / 9867 9612 or gloria.pong@ef.com.