



**Are you an imaginative person with an eye for good advertising?
Are you proud to be learning French as a second language?
Are you a student in Canada between 12 and 14 years old?**

If this sounds like you, then make sure to sign up for *Français pour mon succès*, a creative campaign contest that gives you a chance to win an all-inclusive week at Encounters with Canada!

That's right, Canadian Parents for French (CPF) and Encounters with Canada (EWC) are thrilled to announce the first-ever edition of the *Français pour mon succès* contest, kicking off in January of 2010. By participating in this contest, which is open to all middle-school-aged students in Canada, you will be able to learn about the creative process involved in developing an advertising campaign, and you'll get to do it all while practicing your French-language skills. Whether you're studying core/basic French or full French immersion, this contest is designed for you!

What is the contest?

Français pour mon succès is an advertising campaign contest. CPF is asking you to think about why it's important for Canadian students to learn French as a second language, and to develop your very own advertising campaign encouraging your fellow students to stay in French!

An advertising campaign? How do I do that?

An advertising campaign is a collection of advertisements that work with one another to convey a single theme or emotion through a variety of different messages or media. (For a detailed breakdown of what an advertising campaign is and how to go about creating one, please consult our Campaign Backgrounder and Campaign Examples sheets, available in this contest package.)

For this contest, you are asked to submit a two-part campaign: a one-page magazine advertisement and a complementary ad that work together to encourage your peers to keep studying French. The complementary ad could be:

- *An additional one-page magazine advertisement*
- *A website banner ad*
- *A TV commercial*
- *A radio commercial*
- *Don't be afraid to get creative! If you have another idea, just make sure to get in touch with us beforehand to find out if it fits our guidelines.*

The language of the campaign must be at least 50% French (see "How should I submit my entry?" below), so this is a great chance to practice your French while promoting the message that French is a valuable skill.

What's the prize?

EWC is Canada's largest youth forum. Every week of the school year, 120 to 138 teens from across Canada (ages 14 to 17) come to Ottawa. Here they discover their country through each other, learn about Canadian institutions, meet famous and accomplished Canadians, explore exciting career options, develop their civic leadership skills and live an extraordinary bilingual experience.

25 winners from *Français pour mon succès* will receive a fully paid registration for EWC's "Politics in Canada" week in the 2010-11 school year! You will have the opportunity to meet dozens of other Canadian youth and be part of an experience of a lifetime. For more information on EWC and its programming, please visit www.ewc-rdc.ca.

At least one grand prize winner will also be selected among the 25 winning students to have his or her work posted online on the CPF website. Note that if you use any previously copyrighted materials (such as using background music for your commercial), we might not be able to consider your submission for the grand prize, even if you win the trip. If you're not sure whether something would be considered copyrighted material, remember that your teachers and the staff at CPF are always here to help.

Who can enter?

This contest is open to French-second-language (FSL) students in Canada who are between the ages of 12 and 14. You must be currently enrolled in any FSL program at school to qualify. Your FSL program might be core/basic French, extended/integrated French, intensive French, or any form of French immersion. If you don't know whether your French program is considered second-language, ask your teacher or follow up with CPF staff to be sure.

The winning students will have to agree to continue in FSL education once high school has begun (by taking at least one course in French) in order to qualify for the prize trip.

How should I submit my entry?

Submission Instructions

CPF invites you to submit the ad campaign electronically to francaispourmonsucces@cpf.ca. Make sure to include the following information **all in one email**, or we might miss something and your entry might not qualify for the grand prize!

- *Your full name and grade.*
- *Your date of birth (including the year).*
- *Your school, city and province/territory.*
- *Your home phone number.*
- *Your FSL program.*
- *A brief (one paragraph) description of your two submissions, including a clarification of what media they are designed for (TV? Internet? Magazines?).*
- *Your two submissions (please attach to the email electronically).*

This is an individual project; partners and groups are not allowed. Students may only submit one campaign each.

CPF will send a confirmation email letting you know we've received your submission, so make sure to check your inbox for updates! If you don't find anything from us within a few days, we may not have received it, so get in touch to make sure.

Languages

The text, narration and/or dialogue in all of your advertising content should be at least 50% French. That means you can take a wide variety of approaches to the project. Maybe you'll do one ad entirely in English and one entirely in French. You could do both ads in a 50/50 bilingual style, each one incorporating equal levels of French and English. Maybe one ad will be mostly French with a little English, and the other ad will be the opposite; you could even create everything entirely in French! This is a great chance for you to play around with your second-language skills and even to see how you can convey the same message through different languages.

(Note that if you decide to do one ad in French and the other in English, it would be unacceptable to submit the same ad twice with language being the only difference. We're looking for two completely different advertisements, not just a translation.)

The one-paragraph description and the rest of the email can be written in the language of your choice (English or French) or in a combination of the two. There is no obligation to say anything in French other than at least 50% of the campaign itself.

Size and Formats

You can submit your creations in any of the following file formats. (If you submit something in a different format, our jury might not be able to open it, so please make sure you follow our directions exactly!)

- *For magazine ads:*
 - PDF or JPG
 - "Letter" (8.5 x 11 inches), or "legal" (11 x 17 inches)
 - Maximum file size: ____
- *For website banner ads :*
 - PDF or JPG
 - 120 x 600 pixels
 - Maximum file size: ____
- *For TV commercials:*
 - AVI, MPG or WMV
 - Could be live-action or animation
 - No longer than 30 seconds in length
 - Maximum file size: 7 MB.
- *For radio commercials:*
 - MP3 or WMVA files.
 - No longer than 30 seconds in length
 - Maximum file size: ____
- For other ideas, please consult CPF staff beforehand to determine what size and formats are acceptable.

(Teachers: If you'd like to submit an entire class's work, please contact CPF for mass submission guidelines.)

Can I use some non-original art or images for my campaign?

All art (such as music, pictures, and clips from film or television, for example) is protected under copyright law. This means that other people can't use the art publicly without permission.

For this contest, if you want to submit something with someone else's art (like playing a song by your favourite band in the background of your TV commercial) you're allowed to do so, but CPF might not be able to consider it for the grand prize and post it on the website. So keep this in mind while putting your campaign together.

When should I submit my entry?

The contest will be open between January 4 and February 28, 2010. Contest judging will take place sometime in March and winners will be notified immediately following the judging process.

I still have questions. Where should I go?

CPF wants to make sure you understand everything you need to know about this contest. That's why we've compiled a comprehensive package to help you along the way. The package includes this guidelines sheet, a complete set of the contest rules, a backgrounder on creating campaigns, some example campaigns that should help you get a sense of what we're looking for.

If you've finished looking over each of those documents completely, and are still unsure of what to do, you can always reach out to us. Here's our complete contact information for any questions you might have:

Submissions: Send to françaispourmonsucces@cpf.ca

CPF Website: www.cpf.ca
EWC Website: www.ewc-rdc.ca

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*CPF staff members are happy to help with your questions, but remember that submissions **must be sent** to françaispourmonsucces@cpf.ca.