

Get your creative juices flowing for Market Day and enter the...



Principal
Supporter

2010 BP Innovation Competition

There are two categories to enter:

1. Most innovative product or service
2. Most innovative sales and marketing

Team Cash Awards

Most innovative product or service

First Place	\$ 850
Second Place	\$ 500
Third Place	\$ 300

Most innovative sales and marketing

First Place	\$ 850
Second Place	\$ 500
Third Place	\$ 300

Special Judges' Award

In addition to the above awards, one team will receive a special judges' award. Entries from both categories will be considered. The judges' decision is based on the judging criteria as well as their overall impression. The award is a "Two-day Capital Experience" - with the team and the teacher flown to Wellington with all expenses paid, courtesy of BP New Zealand.

How to Enter:

Students submit a one page summary, including at least one photo, of how their contribution to Market Day demonstrates innovation.

Most innovative product or service

Entries will be judged on:



1. Novelty of the product or service – is it truly innovative?
2. Commercial success at market day – did the market want to buy it? (note that the market here is the customers at your market day)
3. Does the entry meet the criteria? For example; one page.
4. Overall judges' impressions.

Most Innovative in Sales and Marketing

Judging criteria

1. Place/location
 - How did your team make the most of your stand location at market day?
 - How did you innovate to attract people to your stand or overcome a difficult location?

And/or

Promotion

- How was your team innovative in promoting your product or service?
 - How did your use of innovation improve sales?
2. Does your entry meet the judging criteria?
 3. Overall judges' impressions.

Your entry must:

- Be in the form of a word document
- Include the names of team members, your school name, teacher's name and teacher's email address
- Be a one sided page (no attachments or appendices!)
- Have a font no smaller than 10pt
- Include at least one photo in in hi-resolution jpeg format embedded in the document and sent as an attachment
- Include your market day sales figures
- Meet all judging criteria.

Non compliant entries will automatically be disqualified.

Please email your entry to fiona.cornish@yetrust.co.nz.

Deadlines for all entries close on Friday, 22 October 2010. The Principal of the school will be contacted on Wednesday, 4 November if students have won an award, and written notification to the teacher will follow.