

**2023 年全国高校商业精英挑战赛品牌策划
竞赛在华留学生组暨 2023 年“一带一路”
国家留学生商业精英挑战赛品牌策划竞赛
方案及细则**

**Rules of " Belt and Road" Business Elite
Challenge Brand Planning Competition 2023
- Group of Overseas Students - China
University Business Elite Challenge Brand
Planning
Competition**



竞赛方案 Competition Plan

一、竞赛组织机构 (Host organization)

全球华人营销联盟 (Global Chinese Marketing Federation, 简称 GCMF)

中国国际商会商业行业商会 CCOIC Commercial Chamber of Commerce

中国国际贸易促进委员会商业行业委员会 CCPIT Commercial Sub-council

中国商业文化研究会 Commercial Culture Association of China

中国商业经济学会 Commerce Economy Association

中国贸易报社 China Trade News

二、竞赛形式 (Competition form)

竞赛采取**品牌策划报告**和**现场答辩**相结合的方式，其中报告陈述时间 10 分钟，答辩时间 5 分钟，主要考核选手基于公司目前的品牌状况，运用品牌相关知识，开展商业品牌策划的能力。

品牌策划书必须以**真实企业**的产品品牌或服务品牌为策划对象，各参赛队以品牌顾问的身份，基于企业目前的品牌状况，研究其商业模式，制定一份**品牌策划书**用以提高企业的品牌形象。

Two (2) major tasks are required of all participants/teams. First, a business plan for the product from a brand building perspective (please see section 4.1 for details on the requirements of the report). Second, a presentation of 10 minutes with 5 minutes of Q&A.

The submitted plan must be based on a real product/brand in which you assume the role of a marketing/brand consultant. The key focus is on the ability of the team to offer a brand building plan of the product based on your understanding of the current condition, brand position, its performance and the company's business model. Your recommendation should also help to improve the brand image of the product.

三、竞赛要求 (Competition Requirement)

1、**参赛对象**：本科院校和高职院校的在华留学生，所学专业不限。

2、**报名要求：**参赛团队由3至5名参赛选手和1至2名辅导教师组成。

3、**报名方式：**即日起至**2023年4月10日**将**院校登记表**提交至报名邮箱
shangwudasai10@163.com。

4、**竞赛要求：**2023年4月21日前确定入围2023年“一带一路”沿线国家留学生商业精英挑战赛品牌策划竞赛名单。2023年5月10日前入围参赛队将最终版品牌策划文案（PDF版本）、陈述视频和PPT提交至报名邮箱。参赛队伍将于5月中下旬参加总决赛。比赛采用现场答辩的形式（**10分钟陈述视频+5分钟答辩**），每支队伍需在规定的时间内完成答辩内容。
竞赛语言为**中文或英文**。

- 1) Eligibility: Foreign students from undergraduate colleges and higher vocational colleges in China, no limitation of majors.
- 2) Team composition: Each team should include minimum of 3 and maximum of 5 students, with no more than 2 supervisors.
- 3) Registration deadline: April 10, 2023. Please submit your completed form by email to ccpitlzz@163.com.
- 4) Arrangement:
Before April 21 2023, release of the participant list qualified for the competition.
Before May 10 2023, submission of final version of brand planning file (PDF format)、 presentation video and PPT to appointed email address.
Late of May 2023, final will be held, which consists of presentation video for 10 minutes and Q&A for 5 minutes. Participants should finish within required time. Competition language is Chinese or English.

四、竞赛规则 (Rules)

1. 品牌策划书 (Brand Business proposal)

你的品牌策划书应当包括但不限于以下要素：

Your report/proposal should include the following:

- (1) 目录 Table of Contents
- (2) 概要 Summary

- (3) 引言 Introduction
- (4) 企业品牌形象和现状分析 Analysis of the current corporate/brand image and status quo
- (5) 品牌定位 Brand positioning
- (6) 品牌核心价值 Core brand equity and value
- (7) 品牌元素设计 Brand elements design
- (8) 品牌推广与传播 Brand promotion and communication
- (9) 品牌资产保护 Protection of brand assets
- (10) 风险管理 Risk management
- (11) 财务预算 Budget and financial forecast
- (12) 附录和参考资料 Appendix and references

注意：

- 1) 在分析企业目前的品牌形象和现状时，可能包括外部环境、内部环境等。
- 2) 在对企业的品牌进行定位时，应考虑：
 - 分析并预测短期和长期的宏观与微观市场环境；
 - 通过市场细分，选择目标市场，确定满足目标顾客需求的市场定位；
 - 寻找并确认主要（包括潜在）竞争对手；
 - 分析并明确本品牌与竞争对手的异、同点；
 - 阐明品牌的独特性以及风格特征。
- 3) 企业品牌核心价值需能够被企业内部和目标顾客识别并认可。
- 4) 品牌元素主要包括：品牌名称、（互联网）域名(URL)、标识、符号、形象代表（或代言人）、品牌宣传语、广告音乐、包装等。
- 5) 品牌推广和传播手段要有效地传达品牌理念和品牌文化，提升品牌形象，且方案应遵循《国际商会广告与营销传播实务统一准则（2011年版）》，即 Advertising and Marketing Communication Practice Consolidated ICC Code）。
- 6) 需要制定相应的品牌资产保护措施，以确保品牌资产的识别、使用、保护处于受控状态。
- 7) 应防范可能给品牌以及品牌培育过程带来的风险，建立风险规避和紧急事件响应程序。
- 8) 财务预算指在品牌策划的过程中所有的成本支出。

9) 最后，在准备品牌策划案时，你应当：

- 确保所有的策划与企业的愿景、使命和价值观一致；
- 引用资料需标明出处；
- 陈述所有相关信息，例如，图表，图片，公开信息，文章，调查研究和问卷复印件（如果有的话）等等，用来在附录部分作参考；
- 清楚地说明任何用来证明你的分析和建议的潜在假设。

Please pay attention to the following:

- 1) Your analysis of the current brand image/position may include internal and/or external environmental factors;
- 2) Your recommendation of the brand position should take into considerations of the followings:
 - a. Analysis of the macro and micro environmental condition both shor-term and long-term;
 - b. Selection of the targeted market segments so as to satisfy the needs of your targeted customers;
 - c. Identify your current and potential competitors
 - d. Identify the similarities and differences of your brand versus those of your competitors’ brands
 - e. Explain the style and uniqueness of your brand
- 3) Core brand value can be recognized by both internal stack holders and targeted customers;
- 4) Brand elements should include brand name, internet domain name (URL), logo, trademark, slogan, spoke person, packaging and theme music of your advertisements;
- 5) All promotions and communications of your brand should present the brand culture and follow the guideline stated in the Consolidated ICC Code of Advertising and Marketing Communication Practice;
- 6) You should formulate your policy and procedures on brand asset protection;
- 7) Identify the procedure and contingency on the potential risk in your brand building process;
- 8) Identify the costs and budgets for your brand proposal;
- 9) You should also:
 - a) Align the vision, mission and value of your brand;

- b) State references for all your quotes;
- c) Include all tables, diagrams, articles and supporting materials from public sources in the appendix;
- d) Identify the assumptions, if you have, for your analysis and recommendation.

作品递交格式要求:

- 每一个团队递交一份策划案（PDF 版本，语言不限）。每份策划案应当包含独立的封面，封面内容需包含团队名称，参赛选手姓名，团队指导教师姓名，指导企业，队长联系电话和邮箱地址。总计页数包含目录，摘要，索引，附录，表格和参考资料，但是不含封面、调查问卷和结果。如果有问卷和调查结果，请包含在最后的分以便能够计算清楚页码。
- 策划案封面和正文内容页不应当出现所在院校的名称。
- 所递交的策划案中所使用的方法需符合《国际商会广告与营销传播实务统一准则（2011 年版）》。
- 作品递交命名格式：院校名称_团队名称_队长姓名_组别。
- [参赛作品请在 2023 年 4 月 10 日之前按规定发送至指定邮箱 shangwudasai10@163.com。](mailto:shangwudasai10@163.com)

Requirement for proposal format and submission:

- Each team should submit one report (proposal) in English. In the cover page of your report, you must clearly list:
 - your team name, names of all members;
 - name of the supervisor of your team;
 - name of the corporation from which the brand is chosen for your report;
 - contact information (email address and mobile phone number) of the team leader;
 - number of pages for the main content of your report (excludes the cover page, and any survey and its findings);

- any survey and its findings should be attached to the end of the report;
- The name of your school MUST NOT be shown in your report or presentation;
- All promotional and communication recommended should follow guideline stated in the Consolidated ICC Code of Advertising and Marketing Communication Practice (2011);
- File name of your submitted report should be in the following format, (Name_of_school)_(team_name)_(name_of_team_leader)_(team_number);
- All reports and materials must be submitted on/before the stated deadline by email to ccpitlzz@163.com.

2. 陈述答辩

评委将在以下几个方面为你打分：

- (1) 内容完整程度
- (2) 问题识别
- (3) 论述和决策确认的清晰程度
- (4) 结论的正确有效性
- (5) 对问题的切题回应度
- (6) 演讲专业程度（包括视觉辅助工具的使用，例如 PowerPoint）
- (7) 发声技巧和非语言技巧
- (8) 时间分配和团队合作配合程度

Presentation and Q&A

The following are the judging criteria:

- 1) Comprehensiveness of your report;
- 2) Identify of the problem;
- 3) Clear discussions and rationale of your recommendations;
- 4) Appropriateness and effectiveness of your recommendations;
- 5) Your ability to address the questions from the Judges;
- 6) Your PPT materials and presentation;
- 7) Verbal and non-verbal communication skills;
- 8) Team performance and time management.

五、奖励办法 (Prizes)

(一) 留学生组全国总决赛，按比例分别设置一、二、三等奖（30%、40%、30%）。对上述

获奖的团队和个人，颁发荣誉证书。

(二) 全国总决赛前三名的参赛队，颁发冠军、亚军和季军的奖杯和荣誉证书，并分别给予人民币 2000 元、1500 和 1000 元的奖励。

(三) 全国总决赛成绩优异的参赛队（暂定为前 3 名），将作为中国地区代表队参加全球总决赛。

(四) 本次竞赛活动设立最佳校企合作奖、最佳院校组织奖、优秀辅导教师奖等奖项。

(五) 全球总决赛奖励办法另行通知。

Prizes

(1) Final round, one or two and three prizes (30%, 40%, 30%) were set up in proportion. Medals and honorary certificates are awarded to the above winning teams and individuals.

(2) The top three teams in the final will be awarded trophies and certificates of honor for the champion, first runner-up and second runner-up, and rewards of RMB 2000, RMB 1500 and RMB 1000 respectively.

(3) Teams with outstanding results in the final (tentatively designated as the top three) will as China's regional teams to participate in the global Brand Planning Competition.

(4) The best school-enterprise cooperation award, the best college organization award and the excellent tutor award will be set up in this competition.

(5) The award of the world finals will be notified separately.

六、竞赛费用 (Competition fees)

本次竞赛中国地区各高等院校的在华留学生均可免费参赛。

Foreign students from colleges and universities in China can participate in this competition for free.

七、大赛组委会联系方式 (Contact information)

中国国际贸易促进委员会商业行业委员会教育培训部山东办事处

地 址：济南市槐荫区齐鲁大道西进时代中心 B 座 910 室

联系人：靳成功 王 磊

电 话：0531—86591892

网 址：www.shangwudasai.org

邮 箱：shangwudasai10@163.com

Q Q：404218890 253355683

手 机：13127134237 18764036330

附：本次竞赛评分表 *Appendix: Marking Sheet*

评分表 Marking Sheet

团队编号：_____ 裁判员：_____ 竞赛总成绩：_____

Team Number: _____ Judge: _____ Scores: _____

评分标准：Judging criteria

第一部分：品牌策划报告 Section 1: Brand report (60 points)

书面报告：Written report (请注意报告书写的完整性) Please pay attention to comprehensiveness	差 poor (1-2分)	中差 weak (3-4分)	中等 satisfactory (5-6分)	好 good (7-8分)	极好 excellent (9-10分)
品牌形象和现状分析的准确性 Accuracy of brand analysis					
品牌定位的正确性 Accuracy of brand position					
品牌元素设计的创意性 Creativity of brand elements design					
品牌推广与传播的可行性 Feasibility of brand promotion and communication					
品牌资产保护及风险管理的全面性 Risk management and brand asset protection					
相关财务预算的合理性 Rationality of budget and finance					

(total for section 1) 第一部分总分：_____

第二部分：口头演讲&问答环节（40 分 marks） Section 1: Presentation and Q&A (40 points)

演讲&问答: Presentation and Q&A (请注意问答环节中的现场表现) (Please pay attention to the performance in presentation)	差 poor (1 分) (1 point)	中差 weak (2 分) (2 point)	中等 satisfactory (3 分) (3 point)	好 good (4 分) (4 point)	极好 excellent (5 分) (5 point)
内容完整程度 Comprehensiveness					
问题识别 Problem identification					
论述和决策确认的清晰程度 Discussions and Rationale					
结论的正确有效性 Effectiveness of conclusion					
对问题的切题回应度 Address questions from Judges					
演讲专业程度（包括视觉辅助工 具的使用，例如 PowerPoint） Professional extent of presentation (Including ppt materials and presentation)					
发声技巧和非语言技巧 Verbal/non-verbal communication skills					
时间分配和团队合作配合程度 Team performance and time management					

(total for section 2) 第二部分总分: _____