

iGet it?ca

DRINKS THAT PROVIDE ENERGY...

RSEQ (Réseau du sport étudiant du Québec) will spare no effort this year to counter the marketing of soft and energy drinks to teens, via its I Get it? project.¹

In its continued efforts to raise awareness among youths, to educate them and to get them to think critically about the clever marketing of these drinks, RSEQ is launching a new, highly original countermarketing campaign in schools.

A TRILOGY TO GET YOUTHS INVOLVED

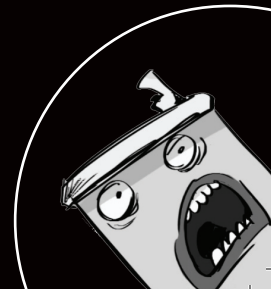
During the coming school year, the www.newdrive.ca website will present a trilogy for teens. At every stage, they will be called upon to use their imagination to enter various contests. These contests will enable youths to contribute to developing the brand of a character whose popularity has faded over the years – the drinking fountain!

Each step will be preceded by a video to present the issue behind the contest, along with a short text highlighting the parallel with the intensive marketing of energy drinks and raising questions. Youths will then be able to invite their friends and family to vote for their creations.



← 3 stages, 3 animated episodes, 3 posters. Each stage is unveiled after the close of the previous stage.

¹ This project is financed by Québec en Forme.





STAGES	1	2	3
DATES	AUG. 15 TO OCT. 21 2011	NOV. 21, 2011 TO FEB. 03, 2012	MAR. 05 TO MAY 11, 2012
CHALLENGES	FIND A NAME AND SLOGAN	CREATE A GRAPHIC TREATMENT FOR THE DRINKING FOUNTAIN	SUGGEST SPONSORSHIPS
PRIZES *	TWO PROVINCIAL PRIZES - ONE PER ELEMENT	ONE PROVINCIAL PRIZE	ONE PROVINCIAL PRIZE
PROMOTIONAL TOOLS	POSTERS TO BE DISPLAYED IN SCHOOLS	POSTERS TO BE DISPLAYED IN SCHOOLS	POSTERS TO BE DISPLAYED IN SCHOOLS
EDUCATIONAL ACTIVITIES	THEMES SUGGESTED FOR IN-CLASS ACTIVITIES (ENGLISH, PHYSICAL EDUCATION, ETHICS, HISTORY, ETC.)		

*One regional prize will also be drawn at the end of the school year among all youths who entered the contest. Visit www.newdrive.ca for further information.

A RENEWED WEBSITE

While the www.newdrive.ca website retains its eye-catching graphics, various elements have been improved or added, including:

- A new and appealing comic video, with more to come at the start of following stages
- A quiz with more questions and results analysis
- New ideas for in-class activities
- An art gallery that makes it easier to find your youth's creations
- A "Jury's pick" section to enable our team of marketing experts to highlight certain creations
- An interactive environment where youths are called upon to question themselves about irresponsible marketing by soft and energy drink producers.

PRETTY DRINKING FOUNTAINS IN YOUR SCHOOL

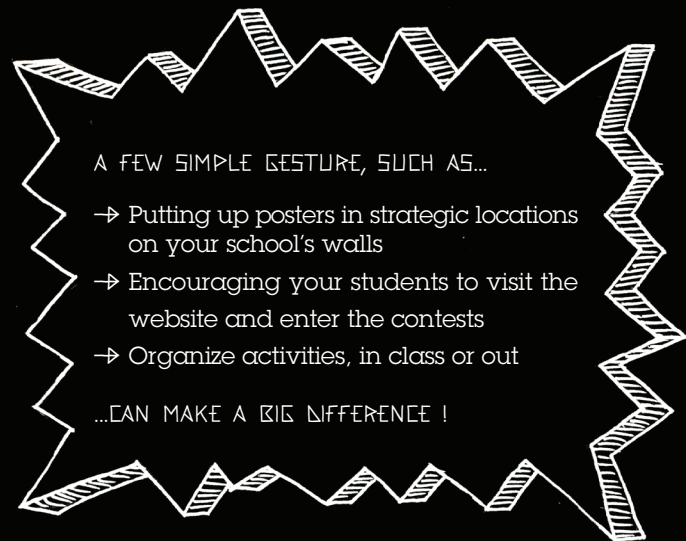
That is what we are offering schools whose students have entered the 3 contests on www.newdrive.ca. Among them, 3 will be drawn at random and will receive the contest-winning graphic treatment for their drinking fountains*.

* Further details will be provided to winning schools, based on the type and number of drinking fountains.

AN INVITATION FROM RSEQ

Marketing is powerful! The World Health Organization even calls it irresponsible when it is used to promote products that are harmful to health. However, used wisely to promote water, a healthy drink that is essential to life, marketing becomes an asset!

Join RSEQ in its noble mission and help enable our youth to see the difference and to make informed choices.



For further information, contact the RSEQ representative in your region, or write to projetgobestuca@rseq.ca

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