

GUIDE BOOK

DIGIMARK

2024

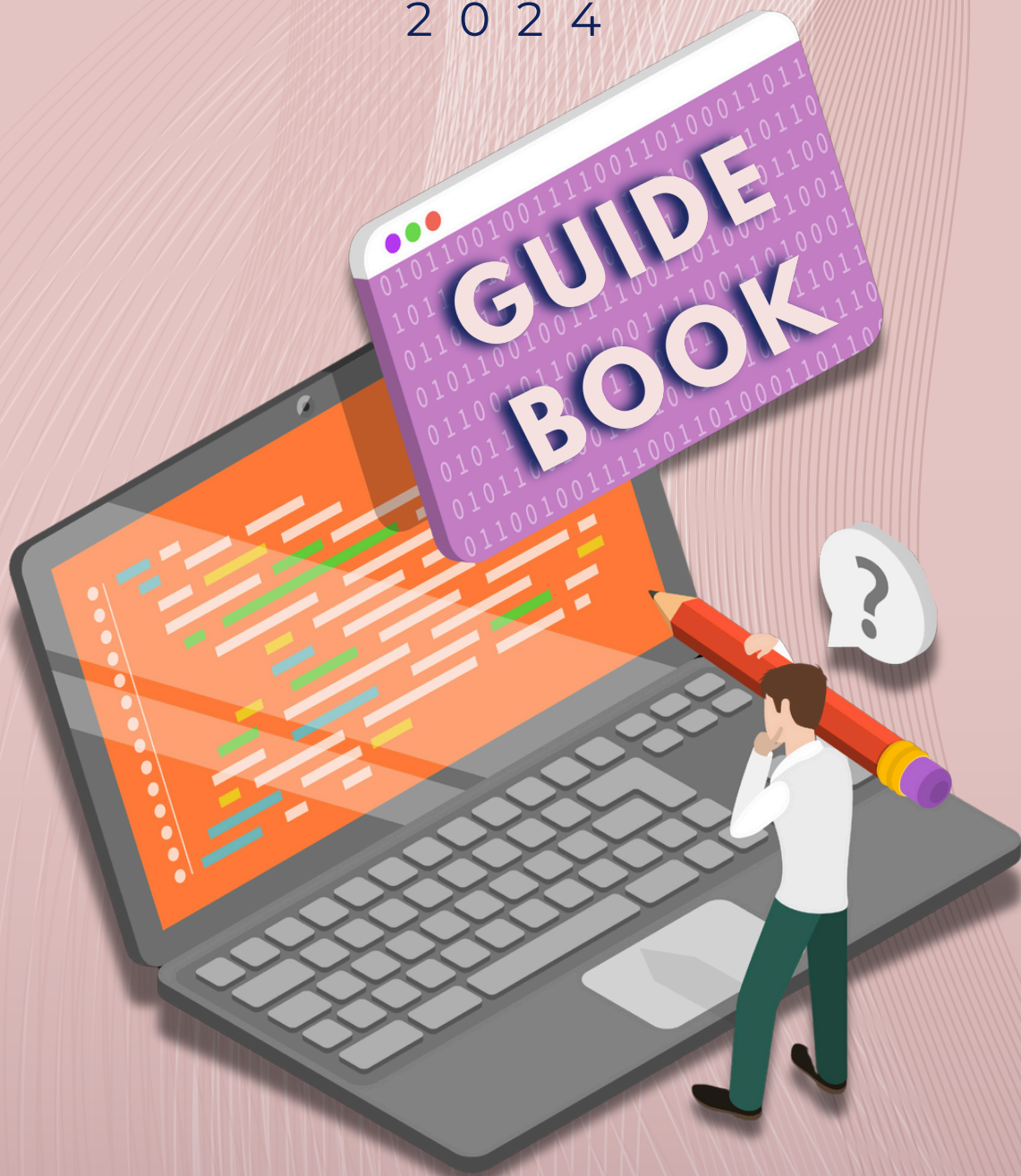


TABLE OF CONTENT

What is DIGIMARK.....	3
Winner Prize.....	4
Timeline of DIGIMARK.....	5
Rules & Regulation.....	6
Registration.....	8
Case Distribution.....	9
Paper Submission.....	10
Contact Person.....	11



WHAT IS DIGIMARK?

DIGIMARK is an event organized by BINUS Business School International Undergraduate Program and HIMME BINUS. The competition is held toward the end of every year and is a national business case competition for high school students. **This year's theme for DIGIMARK 2024 is "Crafting Brand Persona: Illuminate Your Path with Digital Marketing"**. The competition will require students to develop a digital marketing plan to craft the brand image for the company or the product itself, including utilizing various social media platforms to enhance brand perception.



In this event, high school students are invited to join the competition and BINUS students are encouraged to join the seminar or talk show. The competition will require students to develop a digital marketing plan to craft the brand image for the company or the product itself, including utilizing various social media platforms. And the seminar would bring one or two guest lecture speakers from the selected company.

WINNER PRIZE



1st Winner

Rp 5.000.000 + E-Certificate + Trophy + Merchandise

2nd Winner

Rp 3.000.000 + E-Certificate + Trophy + Merchandise

3rd Winner

Rp 2.000.000 + E-Certificate + Trophy + Merchandise

1st Runner-Up

Rp 200.000 + E-Certificate + Merchandise

2nd Runner-Up

Rp 200.000 + E-Certificate + Merchandise

Best Presentation

Rp 200.000 + E-Certificate + Merchandise

TIMELINE

Open Registration
November 4th, 2024

Close Registration
(Extended)
November 22th, 2024

Announcement TOP 5
December 6th, 2024

Final Presentation
December 14th, 2024
(BINUS JWC Senayan)

Close Registration
November 20th, 2024

Case Distribution
November 23th, 2024

Technical Meeting
December 7th, 2024



RULES & REGULATION

PARTICIPATION TERMS

1. Each participant must be a high school student and there is no limit on the number of team sent by each school.
2. Each team must consist of a minimum of 2 and a maximum of 4 people from the same high school.
3. Each participant must come from the same high school. If any participants are from different high schools, the team will be disqualified.
4. Each person can only be in one team.
5. Each team may have a mentor or teacher to assist.
6. It is prohibited to change team members after registration.
7. Every team must submit the required files for registration.
8. The team finalists are required to attend the final round offline (for JABODETABEK Region) at BINUS Senayan JWC Campus at December 14th, 2024.



RULES & REGULATION

IMPORTANT NOTES

1. This competition is team-based and it is on a national scale.
2. Registration for this year's DIGIMARK 2024 Digital Marketing Case Competition is Rp 50.000 for Early Bird and Rp 75.000 the Normal Price.
3. The Team Leader of each team will be invited to a WhatsApp group as the representative of their team.
4. The team that passes the preliminary stage will be eligible for the final round.
5. Each team is encouraged to be creative in their ideas used, provided that they do not contain SARA (discriminatory based on ethnicity, religion, race, or intergroup relations).
6. Any form of plagiarism is not acceptable; therefore, references must be included in the report.
7. The judge's decisions are final and absolute.
8. If a participant is proven to have violated the agreed terms, they will be subject to applicable sanctions, including disqualification.
9. Since the case study is a licensed version that we have created, please do not share with any third parties and to be only used by the participant team of the DIGIMARK 2024 Digital Marketing Case Competition.



REGISTRATION

1

DIGIMARK 2024 registration will open from
4th November - 22th November at 23.59 WIB.

2

Registration through:

[//bit.ly/DigimarkCompRegistration2024](https://bit.ly/DigimarkCompRegistration2024)

or contact us for further information.

 **Florencia Iskandar:** +62 811 8506 779 (text only)

 **Sania:** +62 895 1552 9749 (text only)

 **Email:** digimark.himme@gmail.com

 **Instagram:** @HIMME_DIGIMARK



3

Each high school is allowed to send as many teams as they wish.

4

Each team must consists of 2 people minimum, and a maximum of 4 people.

5

Make sure to put the Team Leader as the first participant on the registration form, since the Team Leader will be the person who receives the case study by email.



CASE DISTRIBUTION

- The case will be distributed 1 day after the registration closes on the **23th of November.**
- On the case distribution day, the case study will be sent to each Team Leader's email address and through the WhatsApp group.
- After the case has been sent, the team is allowed to start their paper immediately.

PAPER SUBMISSION

1. File name format:

**Team Name_Team Leader's Full
Name_Submission**

2. Please submit your report to us by G-form :

[//bit.ly/DigimarkSubmission24](https://bit.ly/DigimarkSubmission24)

3. The deadline for submission of the case report
is **December 2th, 2024 by 23.59 WIB.**

4. Any submission received which pass the
scheduled time will be directly **DISQUALIFIED**
from this competition.



<https://bit.ly/DigimarkCompRegistration2024>

CONTACT PERSON

FLORENCIA ISKANDAR

Project Manager of DIGIMARK 2024



+62 811 8506 779 (Text Only)



florenisk0206@gmail.com

SANIA

Secretary of DIGIMARK 2024



+62 895 1552 9749 (Text Only)



saniawahyuningsi88@gmail.com

THANK YOU