



AMERICAN EAGLE
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CASE STUDY COMPETITION
WIN \$5000 for your team
And the chance to present in front of
American Eagle Senior Leaders!!!

What: American Eagle is sponsoring a competition on developing an interdisciplinary denim sales promotion (marketing, music, visual communication, taglines, inspiration story) relying on creativity. This is an intercollegiate competition that provides students with a real world business challenge and exposure to working on a team-based, multi-disciplinary creative solution. AE encourages out-of-the-box **inspiring** and **engaging** strategies and tactics based on **research** and **creative brainstorming**.

Who: Any student from the University may email Angie Badura abadura@wisc.edu, from the Kohl's Department Stores Center for Retailing Excellence, with their name, major, and faculty who would support their team. Teams may be 5-15 students (if you are a finalist, only 5 will get flown to American Eagle Headquarters), so you may assemble a team or apply individually for consideration for this competition.

When: You must have your name or team in by September 9th so the teams of 5-15 can be assembled by the Center Director, Jerry O'Brien and Outreach Specialist, Angie Badura. The competition ends on November 23rd and the 3 finalist teams are announced on December 10th, the presentation to American Eagle takes place during the week of January 4th in Pittsburg.

The presentation you put together will be 20 minutes of presenting + 10 minutes of Q&A and should be **no more** than 30 slides.

Please stop by the Kohl's Department Stores Center for Retailing Excellence 1300 Linden Drive, Room 33 (School of Human Ecology) for more details!!