



**News Release**  
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**Kingston, Jamaica**

## **Scotiabank Targets Students To Design Youth Marketing Campaign - with 'Change Maker Challenge' Contest**

Scotiabank is giving tertiary students from the island's major universities and colleges along with other young adults across the island and opportunity to help the Bank to design a major youth marketing strategy for a new suite of products the bank will be launching in coming weeks. The Bank is using the format of a contest dubbed the **Change Maker Challenge** to invite young adults in Jamaica to share their ideas, activities and proposals.

The upcoming marketing 'whizzes' will be designing their campaigns for **Scotiabank Be**, the Bank's young adult brand targeting 18 to 30 year olds in the Caribbean. While Scotiabank Be has been rolled out in Trinidad and Tobago, it has not been launched as yet in Jamaica or several other islands.

"The 2009 edition of our Change-Maker Challenge is an exciting opportunity for Scotiabank to engage our youth who we view as Change-Makers across Jamaica and the Caribbean," said Heather Goldson, SVP Marketing and Products, Scotiabank Group. She added that the contest allows Jamaica's future entrepreneurs and business people to show off their creativity and ingenuity, gain exposure to prominent community leaders and potentially earn a share of over US\$15,000 in prizes."

The Scotiabank marketing executive also noted that the Bank made a special effort to model the 2009 Scotiabank Change-Maker Challenge on a real brand and product set within the company. "This will push prospective Change-Makers to show how their creativity can be used to create a real sustainable and successful campaign and give young Jamaicans who consider themselves Change-Makers a chance to show they can compete and succeed on a professional level" said Mrs. Goldson.

The 2009 Scotiabank Change-Maker Challenge asks young people, if they were the Marketing Director responsible for leading Scotiabank's new young adult brand, how they would use their marketing and promotions budget of \$USD100, 000 to attract young adults to the new brand and its products and services. Challengers are to respond on-line, in 250 to 500 words, describing their marketing plan through its online community, [www.change-makerchallenge.com](http://www.change-makerchallenge.com). Change-Makers are invited to submit their plans by May 15, 2009. The grand prize winner will take home US\$10,000, and the second and third-place submissions will receive US\$5,000 and US\$3,000 respectively.

Scotiabank first launched the Change-Maker Challenge in 2007 inviting young adult Change-Makers from four Caribbean countries to submit banking innovation ideas. After receiving more than 450 qualified submissions and tallying over 40,000 peer votes, Scotiabank invited three finalists to present their ideas in Jamaica in 2008. The winner of the first Scotiabank Change-Maker Challenge Sharene Gaitor of Bahamas took home the grand prize of USD\$10,000.

The expanded 2009 Challenge will feature an English edition and a Spanish edition. The English edition will run in 14 Caribbean countries (Jamaica, Trinidad and Tobago, St.Lucia, St. Maarten, St. Kitts, Antigua, St. Vincent, Belize, Anguilla, Dominica, Barbados, Bahamas, Guyana and

Grenada). A Spanish edition will run in four Latin American countries (El Salvador, Puerto Rico, Costa Rica and Panama).

Submissions for the 2009 Challenge will be narrowed down through three levels of judging. A team of Scotiabank officials will evaluate all submissions and select the top ten entrants from each edition. Peer voting, which will take place on [www.change-makerchallenge.com](http://www.change-makerchallenge.com), and a judging panel made up of marketing leaders and senior Scotiabank executives will then determine each edition's top three finalists. Those three entrants will be invited to a central location where they will present their ideas in person to the panel of judges.

Since being launched the website has received close to 300 hits from person interested in knowing how they can submit their proposals. Jamaicans are leading in their number of entries supplied to date and this is expected to increase as the competition continues its final two weeks.

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**For more information, contact:**

Simone Hull  
Public Relations Specialist  
Public, Corporate & Government Affairs  
Scotiabank Centre  
Tel: 932.0549; Mobile: 322.3233

Joylene Griffiths Irving  
Director  
Public, Corporate & Government Affairs  
Scotiabank Centre  
Tel: 932.0565; Mobile: 909.5211