

Seneca Agency naming competition

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Seneca's new student-run "agency" located at our Seneca@York Campus will allow School of Marketing and Media students to put theory into practice. Students will have the opportunity to work directly with businesses on a variety of projects such as the development of marketing plans, social media content, advertising, public relations and more. However, before we announce the agency to a broader audience, we need your help.

Seneca agency naming competition

All Seneca students are invited to participate in a competition to develop the name for the new Seneca agency. The competition will close on Friday, Sept. 30, 2022 at 11:59 p.m. ET.

The student(s) that submit the winning agency name will receive **one prize of \$500**. Please note the total prize amount is \$500. If the winning name is a group submission, the \$500 prize will be divided equally amongst the students in the group.

To enter

1. Work on your own or with a team to develop the agency's name.
2. Submit your ideas through the [submission form](#) before 11:59 p.m. (ET) Friday, Sept. 30, 2022. You can submit as many entries as you like.

Considerations

The agency was created to promote the range of talent in the [School of Marketing and Media](#). We encourage you to consider the diverse variety of program disciplines when developing your concept(s). Inclusion will be an important part of the winning entry.

The name of the agency should:

- be inclusive and consider the [variety of programming](#) offered through the School of Marketing and Media
- reflect [Seneca's values](#) of excellence, innovation, community and diversity
- be simple and easy to remember

Competition rules

- submissions must be made through the [submission form](#) before 11:59 p.m. (ET) on Sept. 30, 2022 to be considered
- students can work alone or in groups to develop a name for the agency
- Seneca reserves the right to work with the winner(s) to refine and adapt the winning entries
- all entries become the property of Seneca

We can't wait to see what exciting ideas you have in mind. If you have questions about the competition, please email marketingagency@senecacollege.ca.

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