



ShopAlike.hu

Discover the world of e-commerce with ShopAlike.hu!

- Competition for university and college students -

Are you interested in e-commerce, online marketing and branding?

Do you want to test your creativity and put your marketing knowledge into practice?

Are you well-informed about the Hungarian market and the behaviour of online users?

If yes, do not hesitate - apply!

Who are we?

ShopAlike.hu started in 2013 with the aim to gather all the online shops in Hungary under one roof, thus making online shopping easy, fun and comfortable. Although we focus on fashion and lifestyle, customers will also find many other categories on ShopAlike.

To keep up with the needs of our users, we optimized our website for mobile and tablet users and developed applications. ShopAlike is operated by Visual Meta, a Berlin based company, and is already available in 20 countries worldwide. You will find out more about us [here](#) and [here](#).

Our long term objective is to contribute to the dynamic development of e-commerce in Hungary, and we need your help to achieve this!

What do I have to do?

Your task is to develop a **marketing communication strategy** for ShopAlike.hu.

The aim of the strategy is to strengthen the position of ShopAlike.hu in the Hungarian market as a brand and an online service. Come up with a message and think about how to reach out to our target audience most effectively. Offline or online? Both? The choice is yours! There is no single solution, so unleash your imagination!

Conditions:

It is possible to apply either individually or in a team. In the latter case the prize is divided among the members of the team.

All applicants must have active student status in one of the Hungarian Higher Educational Institutions. Exchange students who are spending the current semester in Hungary are welcome as well!

Applicants may only submit their own original work. In case of violation, the application will be invalid.

Submission:

The form of application should be either:

- a PowerPoint presentation which doesn't exceed 30 slides **or**
- an essay with a maximum word count of 2000 words (word of pdf document).

The application paper has to be sent in digital form to: otletverseny@shopalike.hu.

The language of the application is **English**.

Deadline: 15th January, 2015

What can I win?

The goal of this project is to find out how marketing experts of the future imagine the world of e-commerce in Hungary. Your creative ideas are invaluable to us; therefore we do our best to honour them.

The three best applications selected by the marketing executives of Visual Meta are awarded with a cash prize:

1st place: 500 €

2nd place: 300 €

3rd place: 100 €

Announcement of results: February 2015.

Should you have any questions regarding the contest please contact us via the above mentioned e-mail address.

Best of luck,

The ShopAlike.hu team