



CANADIAN
MARKETING
LEAGUE



COMPETITION OVERVIEW 2022-2023

WHAT IS CML?

Canadian Marketing League (CML) is Canada's largest marketing case competition, designed to provide undergrad and master's students at universities a platform to challenge themselves, earn recognition, and open doors to career opportunities. It's an ideal playground for marketing athletes - those committed, driven, and hungry to prove themselves - ready to play in the big leagues.

Our mission is to establish a bridge between industry and universities through the transfer of expertise, mentorship, and career opportunities in the fields of marketing, strategy and communications. CML is an opportunity for students to network with top marketing professionals with the potential of obtaining internships in the marketing field.

HIGHLIGHTS

CML partners with best-in-class organizations like PepsiCo, Microsoft, Kraft Heinz, General Motors, and McDonald's to offer \$20,000 in prizes and exclusive career opportunities to students from 34 participating universities across the country.

Previously known as Canada's Next Top Ad Exec, CML has facilitated 100+ career starts, awarded \$550k in prizes, awarded 22 cars, and continues to partner with the best in class brands and employers.

[See where some of our past winners are now!](#)



WHY COMPETE?

Canadian Marketing League offers a unique experience unlike anything found in the classroom. You'll have the opportunity to combine your creative and strategic thinking with classroom theories to develop a solution for a real world opportunity that PepsiCo faces. At the same time, you'll gain valuable industry exposure and real world experience, build your portfolio (CML is recognized by top employers) and network with Canada's top student talent and industry executives. You'll be given the once-in-a-lifetime chance to pitch your solution to a panel of senior executives.

GRAND PRIZE

The first place individual/team will win \$20,000.

“Going through this program single-handedly changed the course of my own career and where I ended up.”

- Maya Cieszyńska, Partner, Pinch Marketing Inc



COMPETITION DETAILS

1. Register Online (October - January)
 - www.marketingleague.ca/register
2. Phase One Submission (Deadline: January 23, 2023)

Top 25 Teams Advance

3. Phase Two Submission (Deadline: March 06, 2023)

Top 10 Teams Advance

4. Phase Three Present in Toronto (March 31 - April 3, 2023)
 - Closing Gala with industry leaders and corporate partners
 - All expenses paid trip to Downtown Toronto

SUBMISSION DETAILS

The entire submission process takes at least 15 min; therefore, we strongly advise that you complete steps 1 and 2 well in advance of the January 23rd, 11:59 PM EST deadline as it does not require your video submission to be ready and will save you time when you are ready to submit your video.

1. Fill out the questionnaire.
 - [Bit.ly/CML2023](https://bit.ly/CML2023)
2. After completing the questionnaire, you will receive an email within 5-10 minutes with links to upload your video submission and your résumé(s). If you do not see an email in your inbox 10-minutes after filling out the Microsoft Form, please check your spam. Please note: there will be three links provided in the email, one to review the rules and regulations, one to upload your video submission, and another to upload your résumé(s).
3. Submit your video and resume using the links provided in the email
4. If you have any questions about the process, please send an email to query@cmljudging.ca

"I never could have been exposed to the industry in the way I was before this program. The real prize is the feeling you get when you break into the industry you've been trying to break into for the first time."

-Derek Elliot, Partner at Brandish Agency

