

About the Direct Effect Innovation Challenge

Leveraging students' creativity to make an impact in their communities.



DIRECT EFFECT™

What is the Direct Effect™ Innovation Challenge?

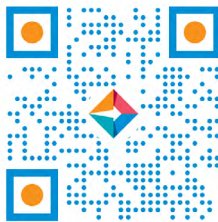
The Direct Effect Innovation Challenge is a one-of-a-kind event that brings together teams of local college students for one day to design and develop integrated marketing campaigns in response to real-life business cases.

Why participate in the Direct Effect Innovation Challenge?

Each Innovation Challenge provides college students with the opportunity to gain real-world experience, network with local employers, build their resumes, and compete for a chance to bring their campaigns to life. Through these immersive, hands-on events, students gain experience in designing and implementing an integrated marketing campaign: skills they will carry forward into the classroom and their careers.

Learn more

Learn more by watching the video and register to participate [here](#) ▶



Direct Effect Innovation Challenges are a public service of the U.S. Postal Service®. For more information on the USPS Academic Outreach program please visit www.directeffectinnovationchallenge.com

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What happens during the event?

- Business and community leaders present teams of students with real-life business challenges.
- Industry experts share direct mail expertise and integrated marketing best practices.
- Students develop integrated campaigns and design and create a direct mail piece by applying event learnings.
- A panel of industry experts evaluates each entry and selects winning campaigns.

What happens after the event?

- Winning teams have the opportunity to work with industry partners to bring their concepts to life.
- Students and educators have the opportunity to network with industry partners for potential internships and scholarships.

