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Would a new laptop help set-you up for success at school? We thought so! MTS, Coca-Cola and the San Diego County Office of Education will be giving away 40 laptops this spring! Students enrolled in a San Diego County High School (in grades 9-12) are eligible to apply for the 2017 Laptop Scholarship Contest.

The 2017 Laptop Scholarship Contest will be an advertising contest! Here's how it works:

1. Brainstorm an advertising campaign to promote MTS to potential bus and/or Trolley riders.
2. Write a one to two-page summary identifying your **target audience**, **message strategy** and **design inspiration**.
3. Create an original poster ad design (must be 8.5 x 11). Hand-drawn and digital submissions will be accepted.
4. Complete the [application form](#) and submit with the summary and art by the deadline.
5. Entries will be scored on the following criteria: **Creativity** (ad reflects clever slogan, design, etc.) **Strategy** (The ad strategy is well thought-out and clearly identifies a target audience, messaging strategies, research to support strategy, etc.) **Clarity** (The ad is visually appealing, easy to understand and effective in communication to the target audience.)

Bonus: One lucky student will have their artwork displayed on an MTS bus shelter!

All entries are due by April 14, 2017 at 11:59 p.m. PST. Entries can be mailed to scholarship@sdmts.com or mailed to MTS, Attn: Laptop Scholarship, 1255 Imperial Avenue, Suite 1000, San Diego CA 92101. All mailed entries must be postmarked by April 14.

See below for a full list of rules.

Event Type: [San Diego](#)

Date and Time:

Wednesday, March 1, 2017 - 12:00am to Friday, April 14, 2017 - 11:45pm

Original URL: <https://www.sdmts.com/inside-mts/events/mts-coca-cola-laptop-scholarship>

Source URL: <https://mtsnet.demosite.us/event/mts-coca-cola-laptop-scholarship-0>