

B.A.L.L.
FOR **LIFE**

#IYKYK 26

PITCH COMPETITION

SEMIFINALS KBYG

January 12, 2026





Maria "Josefina" Munoz
She / Her



Santiago, Chile



Raudy Perez
He / Him



Austin, TX



Taryana Gilbeau
She / Her



Atlanta, GA

#IYKYK Pitch Competition Semifinals

Congrats to the top 12 teams representing 10 HBCUs



Semis Availability Due Jan 13



#IYKYK Pitch Competition

An opportunity to win an all-expense paid trip to SoCal and a chance at a \$40,000 grand prize.

February 28 – March 3 | Costa Mesa, CA

(Fly in Friday, February 27)



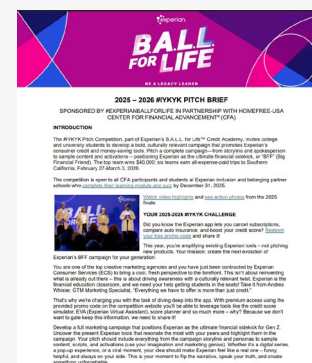
You've been **hired as Experian's marketing and creative agency** to develop a **bold, culturally relevant campaign** as the **next iteration of their BFF (Big Financial Friend) campaign** highlighting and bringing awareness of existing features in our consumer product.

Marketing & Creative Agency

Bold, Culturally Relevant Campaign

Next Iteration of BFF

Amplify Existing Features



Download Pitch Brief

Raudy's General Constructive Feedback

- What is your marketing campaign story?
- More effort spent on the “commercial” vs. on the strategic campaign itself
- Commercial wasn't fully utilized to give more insights and tell the full campaign story
- Ai did not capture the Experian brand correctly especially logos
- Lack of knowledge and research the BFF campaign
- A key component of the BFF is the giant – how does he show up or not? Why?
- Be explicit about the Experian tools you're highlighting (don't assume everyone knows them)

Read through the pitch brief details

VISION &
CONCEPT

STRATEGY &
TACTICS

GO TO
MARKET

	QUARTERFINALS	SEMIFINALS	FINALS
BLUEPRINT	Yes	Yes	Yes
COMMERCIAL Upload to YouTube (unlisted)	Yes 3 min. max	No	No 60 sec. max
CAMPAIGN ASSETS	No Collage, mood board, story, etc.	Mock-ups Read semis section	Polished Read finals section
GO-TO-MARKET	No	General	Detailed
LIVE PITCH	No	20 min (max) Virtual	25 min (max) In-Person
Q&A W/JUDGES	No	5-10 min	10-15 min

NOTE: Your campaign idea should not introduce new products and product features but rather amplify existing tools and resources.

#IYKYK Pitch Competition Semifinals

Campaign Strategy & Tactics

THE SEMIFINALS | THE CAMPAIGN STRATEGY & TACTICS | JANUARY 26-28, 2026

Submit revised blueprint January 23 by 12pm CT / 1pm ET.

The Top 12 teams move their solution from concept to reality by illustrating tangible components, tactics, assets, and a general go-to-market (GTM) plan. The semifinals focus on strategic planning, showcasing sample creative assets, and engaging the target audience. Judges will assess how well the assets—whether drafts, mockups, or partial content—express the core creative ideas and demonstrate campaign engagement with Gen Z. The priority is creativity, relevance, and integration with the campaign strategy. Present assets that capture the campaign's look, feel, and messaging; they should be representative but don't need to be fully polished or final.

Requirements:

- **Blueprint:** Revise your campaign concept using feedback and new ideas. Ensure your blueprint is a strong, stand-alone introduction for judges, serving as a high-level outline and rationale.
- **Commercial:** Optional—include multimedia only if you choose to enhance your live, virtual pitch.
- **Creative Assets:** Provide mock-ups for social posts or ad visuals, sample video scripts or storyboards, draft flyers, or experiential activation outlines as sample assets.
- **Go-to-Market:** Present a general strategy for launching your solution; detailed tactics are required for the finale.
- **Live Pitch:** Prepare a live, virtual pitch (20 minutes max) to elaborate on your campaign, demonstrate key components, and share your go-to-market strategy. Log in 15 minutes early to MS Teams for prep with Raudy before judges arrive.
- **Q&A:** Be ready for a 5–10 minute Q&A to defend your campaign. Prepare for some questions, but expect others to require on-the-spot thinking—it's okay not to have all the answers immediately.

- Aggregate feedback coming later this week
- Fill out new sections in blueprint
- No commercial
- Due Fri., Jan 23 at 12 PM CT / 1 PM ET
- Submit to cfa.credit.academy@experian.com

Judging criteria (10-pt scale) different from quarterfinals (Rd 1)

Judging Criteria:

- **Creativity & Originality (30%):** Are campaign ideas, GTM execution and creative assets innovative and compelling? Do sample assets (mockups, scripts, visuals, outlines, etc.) show creativity, relevance, and integration? Do they highlight existing products?
- **Impact & Potential (25%):** What is the potential for the campaign to make a meaningful difference for engaging Gen Z in authentic, interactive, and culturally relevant ways?
- **Strategic Depth & Planning (20%):** Are campaign goals, KPIs, and engagement channels well defined? Is there a clear, general go-to-market approach?
- **Presentation & Delivery (15%):** Is the live virtual pitch engaging, confident, and well-organized?
- **Feasibility (10%):** Is the plan realistic and do creative approach and assets demonstrate viability?

9. **Selection of Finalists:** The panel of judges will select three (3) Teams as finalists from among the Pitches. based on eligible Entries received. Selection will be based on the following judging criteria: (i) creativity and originality (30%), (ii) impact and potential (25%), (iii) strategic depth and planning (20%), (iv) presentation and delivery (15%), and (v) feasibility (10%); in the event of a tie, the Entry with the higher score for creativity and originality, followed by impact & potential, if needed, will determine the finalist. The finalists will be contacted by January 30, 2026, be appointed an Experian coach to help refine and strengthen their pitches, and invited to attend a full program of events and finale of the Contest at Sponsor's offices in Southern California, on or about February 27, 2026 – March 03, 2026. Travel and accommodations will be selected by and paid for by Sponsor. At least three team members of a finalist Team must be able to travel on the designated dates, or the Team will forfeit the prize and be replaced by the Team with the next highest score (if practical).

[Download Official Rules Document](#)



#IYKYK Pitch Competition Semifinals

#IYKYK 26
PITCH COMPETITION

Blueprint due **Fri., Jan 23 @12:00 PM CT / 1:00 PM ET**

#IYKYK Pitch Competition BLUEPRINT

Use this template to summarize your campaign idea for the 2025-2026 #IYKYK Pitch Competition.



TEAM NUMBER & NAME:

THE CHALLENGE (SUMMARIZED FROM PITCH BRIEF)

Develop the next phase of Experian's BFF campaign tailored for Gen Z. As a leading creative agency, deliver a fresh, culturally relevant campaign positioning Experian as the ultimate financial sidekick for this generation. Highlight and amplify the Experian tools that resonate most with Gen Z.

YOUR CAMPAIGN MAIN IDEA (ALL ROUNDS) – 1400 characters

Share your campaign vision and story. Highlight which Experian features, tools and resources you will amplify and why. What makes your campaign fresh, bold and culturally relevant? Keep clarity, impact, creativity and originality in mind.

--

YOUR IDEA IN ACTION (ALL ROUNDS) – 1400 characters

What are the key campaign components? Why are they important? Define personas. Keep feasibility in mind.

--

COMMERCIAL LINK URL

Upload your commercial to YouTube
unlisted.

No commercial

TAKING IT TO MARKET (SEMIFINALS & FINALS) – 1200 characters

Describe how the campaign will be launched and promoted to reach the target market. What are the key components of your go-to-market approach? What marketing strategy and tactics will you use to drive awareness and engagement?

Complete for semis

VALIDATION (SEMIFINALS & FINALS) – 1200 characters

Explain the steps you have taken to validate your campaign, refine your assets, and get feedback from target audience.

Complete for semis



January 26-28: Virtual Live Pitch Q&A

Judging Criteria Is Different From Quarterfinals (Rd 1)

- **20 minutes (max) to pitch your campaign** – virtual timer (simply stop when time ends)
- **10 minutes max for Q&A from the judges (7-9 total)**
- Visual aids encouraged (team manages them); suggest having one person share their screen and advance their slides for the team
- Opportunity to build upon the points you made in your pitch template (judges will have a copy)

Virtual Presentation Tips

- Log in 15 minutes earlier to MS Teams for prep with Raudy before judges arrive
- Suggest having individual headsets if in the same room or taking the call from different rooms
- Presenting as a group from one camera hasn't been the best experience without proper videoconference technology
- Ensure someone is sharing the slides; feel free to share with Raudy, just in case.
- All virtual presentations will be recorded and shared back with judges and the respective team
- Make no reference to your college/university name (if possible)
- Judges should not know if you've competed before (minimize bias)

Bring your confidence, show your passion, & have fun!

January 26-28: Virtual Live Pitch Q&A

Based on shared availability – THANK YOU!

MONDAY, JAN 26	TUESDAY, JAN 27	WEDNESDAY, JAN 28
2:15 – 3:00 PM ET Team 13: Shaw (Ti’Nasia)	1:30 – 2:15 PM ET Team 27: Claflin (Ashanti)	1:30 – 2:15 PM ET Team 10: Alabama State (George-Michael)
3:15 – 4:00 PM ET Team 04: Benedict College (Monelle)	2:30 – 3:15 PM ET Team 33: Grambling (Vanessa)	2:30 – 3:15 PM ET Team 01: Fort Valley State (Avery)
4:15 – 5:00 PM ET Team 34: Clark Atlanta (Jacob)	3:30 – 4:15 PM ET Team 06: Fisk (Hannah)	3:30 – 4:15 PM ET Team 03: Shaw (Sthepanie)
5:15 – 6:00 PM ET Team 22: Alabama A&M (Thabo)	4:30 – 5:15 PM ET Team 40: Grambling (Favour)	4:30 – 5:15 PM ET Team 21: Texas Southern (Alimah)

January 30: Semis Results Announced

Exact forum for announcement is TBD

What can the finalists expect?

- 3.5 additional weeks to refine their pitch
- Meet with an Experian coach (1-2 x team)
- Visit Experian's office in Costa Mesa, CA for 4 days of events and competition
 - Feb 28-Mar 3 (fly in Feb 27)
- Pitch again
 - In person
 - 25-min pitch + 15-min (max) Q&A



2025 #IYKYK PITCH COMPETITION - KEY DATES

JAN 23

- Deadline to submit your idea for the semifinals by 12 PM CT / 1 PM ET
- Page 1 (all sections) + no commercial + Page 2 (taking it to market & validation)
- Each team will email their pitch template document to cfa.credit.academy@experian.com

JAN 26-28

- All teams will present a 20-minute pitch to a panel of judges via video call (MS Teams).
- 10 minutes of Q&A will follow each pitch.
- After the presentations, judges will score the entries and deliberate.

JAN 30

- Finalists will be announced by 6pm ET.
- Initial prep for finalists.

FEB 1

- Finalists will be appointed 2 team coaches and individual mentors to help refine and strengthen pitches.

FEB 3

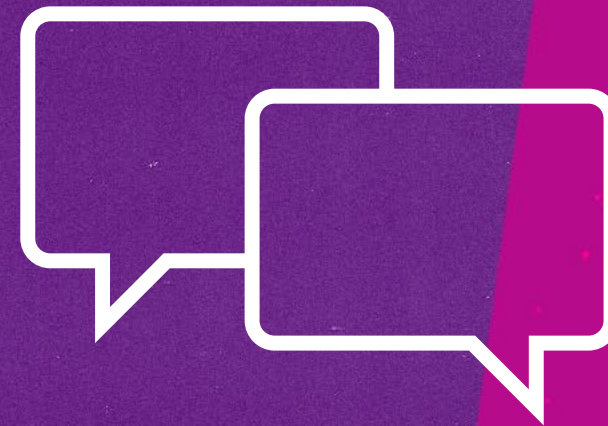
- Finalists & Runner-up KBYG #1 at 5 PM CT / 6 PM ET.

FEB 17

- Finalists & Runner-up KBYG #2 at 5 PM CT / 6 PM ET.

FEB 28-MAR 3

- Finalists will visit Experian's offices in Southern California for 4 days of events and competition.
- All teams will present a 25-minute pitch to a panel of judges, in person.
- Travel and accommodations are funded by Experian B.A.L.L. For Life.



Q&A

What's on your mind?