

ACADEMIC PACKAGE

2026-2027

CANADA'S NEXT TOP•AD EXEC

CML CANADIAN MARKETING LEAGUE

SO... WHAT IS THE CANADIAN MARKETING LEAGUE?

Canadian Marketing League (CML) is Canada's largest marketing case competition. Established in 2007, participants compete in a three-phased competition for a $20,000 grand prize.

Built on 19 years of impact, 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

Beyond the $20,000 grand prize, participants enjoy networking and mentorship by the best-in-class industry professionals like Microsoft, General Motors, Kraft Heinz, Environics Analytics, Cossette, Jelly Academy, and more, sculpting a platform for future marketing leaders!

Previously known as Canada's Next Top Ad Exec, Canadian Marketing League has facilitated **140+ career starts**, awarded **$610k in prizes** including awarding **22 cars**, and continues to partner with the renowned brands and employers.

See where some of our past winners are now!

WHY DO STUDENTS 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 to develop a solution for a real world problem that our learning partners face. At the same time, you'll gain valuable industry exposure and real world experience, build your portfolio, 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 wins **$20,000!**

"Top Ad Exec [now CML] was one of the most impactful experiences of my undergrad. I was able to test working with Bram, who later became my Co-Founder, and learned how strong a dup we were. I would highly commerce this program to anyone that is considering a career in marketing or entrepreneurship!"
- Rachel Zimmer, 2010 Winner, Co-Founder & CEO, Simple Ventures



SO YOU WANT IN...?

COMPETITION DETAILS

Regular Season: Mid November 2026 - January 23rd 2027 at 11:59PM EST
Students are asked to submit a THREE minute (or less) video pitch of their solution to a real world company problem (to be announced). The Top 25 teams selected by senior industry and academic judges move on to The Regular Season.

Playoffs: February 2027 - Early March 2027
The top 25 teams will present a unique to industry case to be presented **live online** to a panel of industry leaders. Then, the semi finalists present another case before the finalists are selected by our judges to move on to the Playoffs!

Finals: Late March - Early April 2027
This is where the best come to play. With a fierce round to determine the best, it will be a fight to the finish. The finalist teams will congregate in Toronto, participate in social activities, networking opportunities, and present the final case **live and in-person** to industry leaders over an all-expenses paid weekend experience.

HOW CAN YOU GET INVOLVED

Share, Encourage, Select and Coach:
We are sure you are doing everything you can to share opportunities with students craving to sink their teeth into a new challenge this semester, and nothing like Canada's largest marketing case competition to accelerate their growth! If there are classrooms, newsletters, social media platforms or any other communication channels with students, we are happy to provide any content you need to pass along the message that MARKETERS ARE IN THE MAKING! (See classroom announcement template attached on Pg 4)

Reaching out to high potential students:
No one gets a front row seat to the top talent like Professors in classrooms. If you start to notice a shining star in one of your classes, we would love to discuss the opportunity and see if the Canadian Marketing League is for them.

I'M HOOKED... WHAT NOW?!

Get in contact with our team:
Reach out to **cml@mcmaster.ca** for all the details you may need to allow students to represent your university on a national stage of growth.

Canadian Marketing League is all about training top marketers in the making, and helping pave the way for greatness for your students.

Our team is looking forward to keeping in touch and working with you for the duration of the competition. If you have any inquiries regarding how you can help or how your students can be involved email us and visit our website at https://www.canadianmarketingleague.ca/.

CLASSROOM ANNOUNCEMENT TEMPLATE

Announcement #1

When to share: September/October
CML Graphic to download and feature: https://drive.google.com/file
Content to share:

You could win $20,000, an internship, and present at the Microsoft headquarters in Toronto!

Interested in marketing beyond the classroom? The Canadian Marketing League (CML) is Canada's largest marketing case competition, open to students across the country.

What it is:

- A multi-round case competition tackling real business problems for major companies (past partners include Microsoft, Kraft Heinz, General Motors, PepsiCo, McDonald's, and more)
- Prizes including cash (grand prize of $20,000), internships, full-time job opportunities, and mentorship
- A chance to build your resume with real-world experience and industry connections

What to do now:
The first case is not live yet, but you can sign up for our newsletter here to get all the updates at canadianmarketingleague.ca/register.

CML representatives will be coming to your campus in November for class talks and info booths, so keep an eye on their Instagram @canadianmarketingleague so you can talk to them in person.

Questions? Email cml@mcmaster.ca or visit the CML website directly.

For more announcement templates and content, reach out to Ashni at pandia3@mcmaster.ca We will be in touch with more details as they get finalized with our learning partners.



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