



**Announcing the Fall 2015  
Collegiate Maxi Oral Case Competition**

**Topic: *IMC Marketing Plan for a Designated Organization***

**Presented by the**

**Direct Marketing Association of Washington  
Educational Foundation (DMAW/EF)**

**First Prize for Undergraduate Gold Winning Team=\$600**

**Second Prize for Undergraduate Silver Winning Team=\$400**

**Third Prize for Undergraduate Bronze Winning Team=\$200**

**Graduate Teams will be awarded with Certificates**

**The Competition— *Integrated Marketing Campaign for Selected Organization***

The Collegiate Maxi Oral Case Competition for the Mid-Atlantic region, Fall 2015, offers students a choice among three different organizations. Student teams will be able to select one from among the three listed organizations and create an IMC marketing plan that is designed to help resolve the challenge of that selected organization.

Student teams are to develop a marketing strategy, with audience identification and a segmentation strategy, based on the stated deliverables for the organization. Teams should provide a creative brief that includes a solid, measurable goal in regard to the team's proposed marketing efforts. The creative brief should state where the organization is presently--then where the team feels the organization would be as a result of the team's promotional campaign. Plus, the team should either include a sample of the team's proposed email copy and design, OR sample social posts for FB, Twitter and/or other optional social channels. In any case, the email or social posts portion can be directed to the entire identified target segment or a sub-segment.

Other communication approaches are also encouraged. For example, the team might also propose developing a direct mail letter and envelope that would be used to contact at least a specific segment of the team's identified target segment or sub-segment, if this approach seems appropriate. Regardless, the target segment selected by the team should drive the organization's unique focus, but, depending on the organization's goals, does not need to reflect all the segments targeted by the organization.

### **The Organizations**

- Central Park Conservancy (CPC)
- Disabled American Veterans (DAV)
- Shriners Hospital for Children (SHC)

### **Awards**

Cash prizes will be awarded to the top three undergraduate teams, with the GOLD team members receiving \$600, the SILVER team members receiving \$400 and the BRONZE team members receiving \$200. All winning team members will also receive certificates announcing the team's award. Graduate teams will also be awarded certificates in the Gold, Silver, and Bronze categories but will not receive any cash prizes. The awards will be announced at the conclusion of the oral competition event.

### **Budget**

The case budget for the team's campaign for each one of the three organizations is \$50,000, to be used for the creation of the team's campaign promotional materials. Note that this amount need not cover implementation costs. Teams are also permitted to submit a campaign design that would be deemed to be more expensive but is felt to be far more effective as described by the team's rationale for this increased expense. In all cases, teams should provide a general summary regarding costs of the team's recommended campaign along with the team's rationale for the campaign but need not go into great detail in this area.

### **Presentation Guidelines**

Teams will have 15 minutes for the team presentation, followed by 10 minutes for questions by the judges. Ideally, all teams will preload PowerPoint slides ahead of all presentations, and each team will have five minutes for setup before starting their presentation. Teams may be composed of 2-4 presenters, and should be all undergraduate or graduate in status. Teams should use secondary research in their marketing plan development, but are NOT to contact the organization (or an agency with a client-relationship with the organization). All information utilized by the team should be from the public domain. Primary research is also acceptable and encouraged.

### **Deliverables**

Teams should bring 10 printed copies of the team's deliverables, arranged as described below. The team needs to submit these printed materials on arrival when checking into the competition and the team's oral presentation must reflect these written materials.

All pages should have a header line identifying the team and page numbers. If substitute presenters replace the original presenter names on the day of the presentation, hand-written changes can be made on the copies at the competition:

1. Title page, including name, class level, email, and cell phone contact of all presenters, as well as name and contact information of professor or advisor. Title page should also include school name and postal address as well as department or club name;
2. Executive summary (max, three pages, double spaced, although bullet phrases may be single spaced);
3. Sample hard-copy of email copy/design/ and/or sample digital advertisements, social posts for Facebook, Twitter, etc.
4. Any other samples or illustrations of samples of other communications, such as direct mail pieces (and envelope if needed), should also be provided, (as well as pictured on slides) if the team has chosen to utilize such communications. If so, rough sketches are acceptable (this is not a graphics competition).
5. Pictorial summary copy of the team's PowerPoint slides (can be 3 to 6 slides per page—slides just need to be legible) and/or all other graphics or other descriptive materials.

### **Disclaimer**

The cases presented here, including all the respective organizations, are primarily based upon publicly available information. These case studies reflect the sole views of the case authors, and are not intended to represent any official statement by any of the participating organizations, agencies, or other individuals.

### **Case Presentation Guidelines**

Because this is an Oral Case Competition, open to all higher educational academic institutions throughout the Mid-Atlantic, five-state region, inclement weather may be a transportation issue as winter approaches. Thus, the oral case session will be scheduled on Friday, November 13, 2015, and the competition will be held in a metro Washington, DC location.

Schools may enter three teams as long as each team has selected a different organization from among the three different organization options provided here. Each presenting team is to be composed of 2-4 members, and teams from the same school need not have the same number of team members on each team. The Collegiate Maxi Competition is open to both undergraduate and graduate students, but teams must be composed of entirely one level or another.

DMAW/EF Student Ambassadors are encouraged to attend this oral case competition, either as one of the case presenters, or by accompanying the school's team(s) to this event. Student Ambassadors are also encouraged to attend this event, and are able to bring a guest, even if the respective school is not involved in case presentations.

For this oral competition, students are to provide content via their oral presentation accompanied by graphics and/or audio-visuals, along with the requested copies pertaining to the team's oral presentation (see above) which should provide a clear summary of the team's marketing plan.

### **Extension of oral case into written semester assignment**

Professors who will be utilizing this oral case competition as part of their class deliverables are encouraged to assign a written case component due at the end of the semester although the written portion will not be part of this case competition.

### **Criteria for Success**

Entries will be evaluated, based on the stated objectives of the respective organization's case challenge, that is, how effectively the proposed plan achieves those objectives. Entries will also be judged on effective use of marketing channels (online and/or off line), creativity, originality, and anticipated impact.

### **Deadlines**

The Collegiate Maxi Oral Case Competition will be held on Friday, November 13, 2015, in a metro Washington, DC location. Award winners will be announced at the time of the oral competition event.

All teams or schools need to send in the **intent to compete/attend** form, which must be received by Friday, **October 23, 2015, before 5:00 PM**. This information is needed so adequate arrangements can be made for the number of attendees at this event. Each academic institution is able to send up to three teams to the competition, along with each team's professor or advisor (if available) and, hopefully, the DMAW/EF student ambassador if present at that school. Each school is also permitted to bring up to two guests to attend this competition in addition to the team members, faculty member or team advisor and student ambassador. Student ambassadors are encouraged to attend this oral competition even if their respective schools are not involved with the case competition and may bring a guest to this event. Even if not involved with the case competition, all student ambassadors **NEED** to complete an Intent form, along with guest information and numbers for competition planning purposes.

The complete case and instructions are provided here by the DMAW/EF. Students will have September and October to develop their campaign for this oral case competition.

Contact information for the DMAW/EF is: Amy Steinbicker; *or, DMAW/EF, Attn. Executive Administrator, 200 Little Falls Street, Suite #205, Falls Church, VA 22046. 703-407-1663*



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**Organization Overview – Central Park Conservancy (CPC)**



**Mission**

The mission of Central Park Conservancy is to restore, manage, and enhance Central Park in partnership with the public.

Central Park Conservancy aspires to build a great organization that sets the standard for and spreads the principles of world-class park management — emphasizing environmental excellence — to improve the quality of open space for the enjoyment of all.

Central Park Conservancy is committed to sustaining this operating model to provide a legacy for future generations of park users.

**Direct Marketing Overview**

The primary goal of Central Park Conservancy's direct response marketing program is acquiring members to take care of the park. Members receive some tangible benefits such as discounts in the gift shop, a tote bag and invitations to events depending on the level they join. They have membership levels ranging from \$50 to \$25,000. CPC also solicits donations (non-membership gifts) that do not have benefits tied to it. CPC uses mail and online acquisition channels to acquire new members and donors. Their membership is largely regional within the surrounding areas of the Park and throughout New York City.

In reaching out to a younger audience, particularly millennials, CPC has focused more heavily on a strong, integrated digital marketing presence including email, digital advertising, website content and search engine strategy, social media and peer to peer fundraising in the Park.

### **Challenge**

What marketing channels should CPC use to continue to reach and engage prospective donors to their organization? How can CPC reach a broader audience outside of NYC to include the 42 million people that visit annually? How should CPC balance member vs. donor acquisition? What strategies and tactics can be used to achieve growth in the higher membership levels among younger audiences?



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**Organization Overview – Disabled American Veterans (DAV)**



**Mission--Fulfilling our promises to the men and women who served**

We are dedicated to a single purpose: empowering veterans to lead high-quality lives with respect and dignity. We accomplish this by ensuring that veterans and their families can access the full range of benefits available to them; fighting for the interests of America's injured heroes on Capitol Hill; and educating the public about the great sacrifices and needs of veterans transitioning back to civilian life.

- Providing free, professional assistance to veterans and their families in obtaining benefits and services earned through military service and provided by the Department of Veterans Affairs (VA) and other agencies of government.
- Providing outreach concerning its program services to the American people generally, and to disabled veterans and their families specifically.
- Representing the interests of disabled veterans, their families, their widowed spouses and their orphans before Congress, the White House and the Judicial Branch, as well as state and local government.
- Extending DAV's mission of hope into the communities where these veterans and their families live through a network of state-level Departments and local Chapters.

## **Direct Marketing Overview**

Disabled American Veterans (DAV) is the most long-lasting veterans' advocacy and assistance group in this country. As such, this organization continues to add to its ranks with the current US military conflicts while it continues to assist those from past action. DAV states:

*We've watched this country change and grow, and we've grown along with it. However, DAV has never wavered in its core mission to fulfill our country's promises to the men and women who served. DAV invites everyone, veterans and civilian, men and women, young and old, to join us as we stand up for those veterans who risked it all when they stood up for us, our country, and our ideals. DAV is a national organization with a local presence throughout the US.*

DAV began fundraising through direct mail nearly 60 years ago. DAV proudly boasts over 3 million active donors, giving small amounts through direct mail every year – the true original crowdfunding model! DAV has expanded its fundraising efforts to include digital marketing, 5k run events, corporate partnerships, telemarketing and direct response television.

The typical donor to DAV is over 65 years of age. DAV has over 1.2 million members, with its largest growing member audience composed of injured veterans from the World War II, Korean, and the Vietnam War. To be eligible for DAV membership, one must have served in the armed forces during a period of war or under conditions simulating war, and was wounded, disabled to any degree, or left with long-term illness as a result of military service, and was discharged or retired from military service under honorable conditions. DAV hopes to reach new donor prospects in younger audience segments, while also expanding its membership base into the younger veteran demographics (Desert Storm, Gulf War and post 9/11 conflicts). Primary drivers of member growth have historically been direct mail, but in more recent years, DAV has seen growth in member acquisition online through email marketing, digital advertising, social media and search engine strategy.

## **Challenge**

How can DAV expand its outreach to increase both its contributions and membership within its current marketing channels? Ideally, DAV wants to increase contributions by engaging younger donor prospects and also wants to expand its membership by attracting the younger veteran audience. Teams are able to decide whether these two goals should be addressed by the same marketing campaign or by different ones. As well, what additional channels or tactics would the team recommend to help foster this growth? How would these marketing channels work together to help meet DAV's goals, as presented in its Mission Statement? Overall, how does DAV stay relevant in an increasingly crowded veterans market?



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**Organization Overview – Shriners Hospitals for Children (SHC)**



**Mission**

Shriners Hospitals for Children's mission is to

- Provide the highest quality care to children with neuromusculoskeletal conditions, burn injuries and other special healthcare needs within a compassionate, family-centered and collaborative care environment.
- Provide for the education of physicians and other healthcare professionals.
- Conduct research to discover new knowledge that improves the quality of care and quality of life of children and families.

This mission is carried out without regard to race, color, creed, sex or sect, disability, national origin or ability of a patient or family to pay.

**Direct Marketing Overview**

The primary goal of Shriners Hospitals for Children's (SHC) direct response marketing program is fundraising – acquiring both one time and sustaining donors to provide revenue to support SHC's 22 locations across North America. Like many nonprofit organizations, SHC began with direct mail fundraising. Over the past five years, Shriners Hospitals for Children have expanded their direct response outreach to include digital marketing, cause marketing, personal fundraising, large scale and local events, and DRTV.

A secondary marketing goal includes patient referrals – educating parents and physicians about the specialties and locations of the many Shriners Hospitals. SHC also monitors general public awareness about the SHC brand and locations.

In reaching out to a younger audience, particularly millennials, SHC has focused more heavily on a strong, integrated digital marketing presence including email, digital advertising, website content and search engine strategy, social media and events fundraising. SHC also empowers donors to create their own Do It Yourself (DIY) events, and partake in other activities that financially benefit the organization. Many of these opportunities are detailed and available at [lovetotherescue.org](http://lovetotherescue.org).

### **Challenge**

What marketing channels should SHC use to continue to reach and engage prospective donors to their organization? Think about what makes you engage with charitable organizations; how would you attract others in your age group? What specific social media tactics would best reach your peer group? What strategies and tactics will help achieve growth in the donor audience versus patient referral and general brand awareness? Is it possible (desirable?) to seek to achieve improved patient referrals and public awareness as well as donations with the same campaign or should these goals be addressed by separate campaigns? How will these efforts overlap or work together to maintain a consistent brand experience for each audience?