



**Announcing the Fall 2016
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 compete for one \$300 prize**

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The Competition— *Integrated Marketing Campaign for Selected Organization*

The Collegiate Maxi Oral Case Competition for the Mid-Atlantic region, Fall 2016, offers students a choice among different organizations. Student teams will be able to select one from among the listed organizations and create an Integrated Marketing Communications (IMC) plan that is designed to help resolve the challenge of that selected organization.

The Organizations

- Mothers Against Drunk Driving (MADD)
- The Humane Society of the United States (HSUS)

The Challenge

What recommendations does your team have for one of these organizations seeking funds in a crowded marketplace? With political fundraising activities reaching an all-time high, it is getting harder to compete, especially during major election years. What marketing strategy would your team recommend be used to forge ahead in this politically-charged atmosphere? Please develop a multi-channel marketing campaign to incorporate direct mail, email, digital advertising, social media, telemarketing and other relevant channels for fundraising that encompasses your recommended strategy for this organization.

The Case Competition

Overall, the student team is to identify and describe the segment(s) that the team seeks to reach, including the segment/audience profile(s). The team should provide a brief SWOT assessment of the organization (based on publically available information and, if feasible, the team's primary research efforts). The team should describe its overall creative strategy, explaining how this strategy builds on the SWOT assessment.

The team should provide a strategy brief that includes a solid, measurable goal in regard to the team's proposed marketing efforts. The strategy brief should state where the organization is presently – then where the team feels the organization would be as a result of the team's campaign. The team should include a sample of the team's proposed creative campaign copy and design for print or online components, sample digital ads and sample social posts for Facebook, Twitter and/or other optional social channels. Please note the intended audience segment/target for each creative element. The team's budget can be generalized, if necessary.

Other communication approaches are also encouraged. For example, the team might also propose developing a mobile, video or outdoor campaign that may be used to reach specific segments of the team's identified target segment or sub-segment, if this approach seems appropriate. Regardless, the target audience 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.

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. The winning Graduate Team will receive a cash prize of \$300. 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 organizations is \$100,000, to be used for the creation of the team's campaign promotional materials and media/advertising budget. Note that this amount need not cover implementation costs (for example, if an organization already has a social media employee team, your proposal development would be an expense, but the ongoing social media messages would be the responsibility of the current social media employees of the organization). Teams are also permitted to submit a campaign design that would be deemed to be more expensive than the current budget, but the team needs to also provide its reasons 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.

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 8 printed copies of the team's deliverables, arranged as described below. The team needs to submit these printed materials upon 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 campaign asset copy/design/ and/or sample digital advertisements, social posts, 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. If using Prezi instead of PowerPoint, please provide print versions of all pertinent slides that are clearly legible.

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. Presentation materials may be shared with organizations participating in the competition.

Case Presentation Details

The oral case competition will be held on Friday, November 4, 2016, at Quad Graphics, 99 Canal Center Plaza, Ste 300, Alexandria, VA, 22314. The Quad Graphics main phone is: 703-837-5200. Parking is available on site, for a cost of \$10 per vehicle.

Because this is an Oral Case Competition, open to all higher educational academic institutions throughout the Mid-Atlantic region, hopefully inclement weather will not be a transportation issue and will not present a critical problem to teams commuting to the presentation site.

Schools may enter up to two teams as long as each team has selected a different organization from among the 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.

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.

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.

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 4, 2016, at the Quad Graphics location near Old Town Alexandria. 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 7, 2016, 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 two 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. 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 for competition planning purposes.

The case challenge, organization identities, and instructions are provided here by the DMAW/EF. Students will have all the time in the semester up to the date of the competition to develop their campaign for this oral case competition.

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

Organization Overview – MADD



Mission: To end drunk driving, help fight drugged driving, support the victims of these violent crimes, and prevent underage drinking.

Mothers Against Drunk Driving (MADD) is committed to ending impaired driving and providing services to victims and their families. MADD has four key focus areas:

- Drunk Driving
- Drugged Driving
- Victim Services
- Underage Drinking

Founded in 1980, MADD's initial focus was to put an end to drunk driving. Through various programs, advocacy and legislative change this problem has decreased significantly. However, there is more work to be done. Over the years, MADD has also expanded its focus into drugged driving and preventative programs to curb underage drinking, thereby further decreasing the risk for impaired driving in future generations.

Direct Marketing Overview

The primary driver of MADD's individual fundraising revenue has been direct mail since their inception in 1980, with telemarketing coming in in the last 80s and early 90s. Over the past 15 years, MADD has put increased focus on emerging digital channels, specifically email marketing, display advertising and peer to peer fundraising.

The typical mail donor to MADD is over 65 years of age. MADD's new donor audience is slightly younger. In particular, parents of young adults aged 18-24 were 63% more likely to support MADD; parents of 16-17 year olds were 35% more likely; and parents of 11-15 year olds were 21% more likely. MADD's mail supporters also are more likely to be female than the average non-profit.

The typical MADD online donor also skews female, with 71% of online donors. The median age of a MADD online donor is 53, likely because a substantial portion of our online list are also direct mail supporters.

MADD also sees success through peer-to-peer event fundraising through their Walk Like MADD events around the US. Walker demographics:

- Five out of every six walkers were female.
- 64% of participants were married and walkers average 1.1 children
- About 27% of those attending are victims or survivors of drunk driving.
- The average walker is 43 years old

MADD also has a strong advocacy program, particularly on the state level. MADD encourages supporters to take action and support their legislative priorities to help stop impaired driving once and for all. This is consistent across mail, online, and walks.

Challenge

All nonprofits are in search of that “younger donor.” As you see above, MADD has broken into that younger demographic, but the bulk of their donors are in the 55+ age range. How can MADD appeal to the younger audience with the propensity to give – ideally that 35-50 age range? Outline a direct marketing strategy to appeal to this younger audience – initially to educate them about the programs, services and action MADD takes to combat this issue. Next, outline the best way for MADD to make the case for ongoing financial support and engagement and drive revenue to the organization.

Organization Overview – The Humane Society of the United States



Mission: Celebrating Animals. Confronting Cruelty

The Humane Society of the United States (HSUS) is the nation's largest and most effective animal protection organization. We and our affiliates provide hands-on care and services to more than 100,000 animals each year, and we professionalize the field through education and training for local organizations. We are the leading animal advocacy organization, seeking a humane world for people and animals alike. We are driving transformational change in the U.S. and around the world by combating large-scale cruelties such as puppy mills, animal fighting, factory farming, seal slaughter, horse cruelty, captive hunts and the wildlife trade.

While we come to the aid of animals in crisis, we also attack the root causes of problems. Our most important goal is to prevent animals from getting into situations of distress in the first place. We drive transformational change for animals—bringing a wide set of tools to take on the biggest fights, confronting multibillion dollar industries and staying the course until we achieve reform.

We work to:

- Provide direct care, rescue, and services for animals in crisis
- Pass local, state and federal laws to protect animals
- Make sure existing laws are properly enforced
- Help the biggest corporations reform their animal welfare policies
- Shape public opinion on animal cruelty through our awareness campaigns and investigations

Direct Marketing Overview

HSUS has a standout multichannel, integrated direct marketing program across direct mail, email marketing, display advertising, social media, events and DRTV. While HSUS values donations of any amount, in more recent years the organization have put more focus on acquiring and retaining monthly sustaining donors. This longer term revenue stream provides reliable ongoing support for the many programs and activities of HSUS.

HSUS has also tested into more personal fundraising models like myhumane.org allowing supporters flexibility to create their own campaigns to raise money on behalf of the organization.

HSUS' core donor audience is in the 55-75 age range. Online donors comprise 24.6% of their donors, and are slightly younger (average age 59). DRTV donors and sustaining donors make up 14.3% of the donor audience and average 65 years old.

HSUS has a very robust advocacy program. Many of the organizations most valuable supporters are also influential action takers. About 8% of HSUS advocates also give to the organization. The average HSUS advocate is 59 years of age.

Challenge

All nonprofits are in search of that "younger donor." As you see above, HSUS has broken into that younger demographic, but the bulk of their donors are in the 60+ age range. How can HSUS appeal to the younger audience with the propensity to give – ideally that 35-50 age range? What strategy would you put in place to engage action takers, and motivate them to donate to the organization as well? Create a direct marketing campaign and strategy to build awareness in younger generations about HSUS' work and programs and to drive one-time and sustaining donations.

Collegiate Maxi Promotion Costs

	Test promotion - 25,000 pieces	Rollout promotion - 250,000 pieces
	prices per thousand pieces	prices per thousand pieces
Direct mail		
Copy writing	\$50.00	\$5.00
Design	\$80.00	\$8.00
Printing	\$130.00	\$99.00
Personalization and D.P.	\$78.00	\$63.00
Mailing	\$67.00	\$47.00
Postage	\$165.00	\$165.00
Lists	\$100.00	\$100.00
Total	\$670.00	\$487.00
	per thousand	per thousand
Email		
Copy writing	\$50.00	\$5.00
Design	\$80.00	\$8.00
E blast (transmission)	\$30.00	\$30.00
List	\$150.00	\$150.00
Total	\$310.00	\$193.00
	per thousand	per thousand
Newspaper Ad		
Copy writing	\$50.00	\$5.00
Design	\$80.00	\$8.00
Run Of Press Rate	\$40.00	\$40.00
Total	\$170.00	\$53.00
	per thousand	per thousand
Magazine Ad		
Copy writing	\$50.00	\$5.00
Design	\$80.00	\$8.00
Run Of Press Ad Rate	\$60.00	\$50.00
Total	\$190.00	\$63.00
	per thousand	per thousand
Telemarketing		
Script Writing	\$35.00	\$3.00
Calling	\$90.00	\$85.00
List	\$100.00	\$100.00
Total	\$225.00	\$188.00
	per thousand	per thousand

Banner Ad Network		
Copy Writing	\$50.00	\$5.00
Design	\$80.00	\$8.00
Ad Network Pay Per Click Rate	\$40.00	\$30.00
Landing Page Web Hosting	\$75.00	\$40.00
Total	\$195.00	\$78.00
	per thousand	per thousand
Paid Search Ad		
Copy writing	\$50.00	\$5.00
Design	\$80.00	\$8.00
Pay Per Click Rate	\$20.00	\$15.00
Landing Page Design	\$60.00	\$6.00
Landing Page Web Hosting	\$75.00	\$40.00
Total	\$285.00	\$74.00
	per thousand	per thousand