



Announcing the Spring 2017 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 Gold Winning Team=\$600

Second Prize for Silver Winning Team=\$400

Third Prize for Bronze Winning Team=\$200

Additional Prizes may be awarded based on judging panel's discretion

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The Competition— *Integrated Marketing Campaign for Selected Organization*

The Collegiate MAXI Oral Case Competition for the Mid-Atlantic region, Spring, 2017, 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 Challenge

What recommendations does your team have for one of these organizations seeking funds in a crowded marketplace? With international and social issue fundraising activities reaching an all-time high, it is getting harder to compete for donor dollars. 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. Please include an expense budget expected revenue for the campaign. 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 teams, with the GOLD team members receiving \$600, the SILVER team members receiving \$400 and the BRONZE team members receiving \$200. All participating team members will also receive certificates recognizing participation in the event. Additional prizes may be awarded based on the judging panel's discretion. 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. Please also project expected revenue drive by campaign efforts. Remember the goal of the campaign is to raise funds for the organization.

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 all team members should be 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, March 31, 2017, 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. Winners will be announced at the completion of the day.

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. 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 oral case competition will be held on Friday, March 31, 2017, 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.

All teams or schools need to send in the **intent to compete/attend** form, which must be received by Friday, **February 17, 2017, 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 – The American Red Cross



Mission: The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.

The American Red Cross, through its strong network of volunteers, donors and partners, is always there in times of need. We aspire to turn compassion into action so that:

- All people affected by disaster across the country and around the world receive care, shelter and hope;
- Our communities are ready and prepared for disasters;
- Everyone in our country has access to safe, lifesaving blood and blood products;
- All members of our armed services and their families find support and comfort whenever needed; and
- In an emergency, there are always trained individuals nearby, ready to use their Red Cross skills to save lives.

The American Red Cross responds to a disaster every 8 minutes. No one else does this: not the government, not other charities. From small house fires to multi-state natural disasters, the American Red Cross goes wherever we're needed, so people can have clean water, safe shelter and hot meals when they need them most.

Direct Marketing Overview

The American Red Cross has a very strong direct fundraising program, heavily driven by large and small-scale disasters. The Red Cross utilizes multiple direct marketing channels to reach prospects and donors including direct mail, digital marketing (email, social media, digital advertising), text to give, outdoor, television, and others. The American Red Cross embarks on fundraising at both the national and local levels. An average of 91 cents of every dollar the American Red Cross spends is invested in humanitarian services and programs.

The typical American Red Cross donor is age 55+, has an average household income of roughly \$78k, lives without children in the household (likely grandparents), holds a college or advanced degree, and owns a home. Red Cross donors tend to rely on the newspaper for their news and are moderate users of the internet.

Challenge

Many people associate The American Red Cross with only large scale disaster relief. That is, of course, a large part of the work the organization supports. However, the American Red Cross also supports individuals and families across the country in “local” disaster relief such as home fires, floods and other localized natural or weather related events. While these incidents may not attract media attention, the American Red Cross and its volunteers are there, supporting families. In fact, the organization responds to over 65,000 of these types of events every year.

Many donors who respond to a “high profile” disaster, such as an earthquake in Haiti or Superstorm Sandy, may be motivated to give that initial gift to the American Red Cross. However, it can be difficult to convert that donor from a one-time giver in the heat of that disaster relief, to ongoing support of the organization and their tireless work in “everyday” disaster relief.

Design a marketing campaign to educate these large scale disaster donors, as well as new potential donors, about the wide-reaching work of the American Red Cross. Utilize a mix of appropriate direct marketing channels with the goal of creating a pool of loyal and ongoing donors to support the American Red Cross and the hundreds of thousands of individuals and families they support.

Collegiate MAXI Promotion Costs

	Test promotion - 25,000 pieces prices per thousand pieces	Rollout promotion - 250,000 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

Collegiate MAXI – Campaign Response Estimates

Channel	Response Rate	Average Gift
Direct Mail Acquisition	1%	\$18.00
Direct Mail Housefile	5%	\$25.00
Email	0.08%	\$60.00
Social Media	0.10%	\$30.00
Display Advertising	0.10%	\$45.00
Search Advertising	0.10%	\$45.00

Collegiate MAXI – Sample Calculation

Net Revenue on Direct Mail Acquisition package

Quantity: 100,000

Cost: $(670 * 100) = \$67,000$

Gross Revenue: $(1\% * 100,000) * \$18.00 = \$18,000$

Net Revenue: $\$18,000 - \$67,000 = (\$49,000)$