



Announcing the Spring 2018 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)
Cash Prizes to be awarded to Top Teams**

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The Competition— *Integrated Marketing Campaign for Selected Organization*

The Collegiate MAXI Oral Case Competition for the Mid-Atlantic region, Spring 2018, features one case competition. Student teams are asked to create an Integrated Marketing Communications (IMC) plan that is designed to help resolve the challenge of the competition.

The Organization

- **AARP**

The Challenge

What recommendations does your team have for AARP seeking to acquire younger members? What marketing strategy would your team recommend to meet this challenge? Please develop a multi-channel marketing campaign to incorporate direct mail, email, digital advertising, social media, telemarketing and other relevant channels for fundraising and membership acquisition that encompasses your recommended strategy for this organization.

The Case Competition

The student team is to respond to the challenge from the organization. The team should describe the goal of the campaign and audience 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 publicly available information). The team should describe its overall creative strategy, explaining how this strategy builds on the SWOT assessment.

The team should provide the following:

- 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.
- 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.
- An expense budget and projected revenue for the campaign. The team's budget can be generalized, if necessary. Example campaign costs and response rates are listed later in this document for use.

Other communication approaches are also encouraged. For example, the team might also propose developing a mobile, video or DRTV 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 teams the day of the competition. 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. Please also project expected new members in the younger age bracket driven by campaign efforts. Remember the goal of the campaign is to acquire younger members so your campaign projections should be built to accomplish this goal.

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, April 20, 2018, at CCAH (Chapman Cubine and Hussey), 2000 15th Street, North, Suite 550, Arlington, VA 22201. 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. Undergraduate and graduate students will be assessed on separate tracks in the competition.

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, April 20, 2018, at CCAH (Chapman Cubine and Hussey), 2000 15th Street, North, Suite 550, Arlington, VA 22201.

All teams or schools need to send in the **intent to compete/attend** form, which must be received by Friday, **March 16, before 5:00 PM**. This information is needed so adequate arrangements can be made for the number of attendees at this event. **We are only able to accept ten total teams for our completion, so please submit intent to compete/attend forms early.** 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 – AARP



AARP is the nation’s largest nonprofit, nonpartisan organization dedicated to empowering Americans 50 and older to choose how they live as they age. With nearly 38 million members and offices in every state, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and advocate for what matters most to families with a focus on health security, financial stability and personal fulfillment. AARP also works for individuals in the marketplace by sparking new solutions and allowing carefully chosen, high-quality products and services to carry the AARP name. As a trusted source for news and information, AARP produces the nation's largest circulation publications, AARP The Magazine and AARP Bulletin.

Direct Marketing Overview

Despite the fact that AARP is an organization that serves Americans 50 and older, many people think of AARP as only for retired people – serving mostly those 65 and older. Some of this stems from the fact that AARP used to stand for “American Association of Retired Persons,” but that name was dropped years ago.

AARP has established and launched special campaigns for Americans just turning 50 that have been very effective – but in general, acquisition results of prospects between the ages of 51 and 59 produce some of the lowest response rates for the organization. Response rates start to ramp up around the ages of 63 and 64 when people begin to think that the organization may be more relevant to where they are in their life.

AARP added the brand promise “Real Possibilities” to its logo in 2014. AARP’s research indicated that as Americans grow older, they feel that possibilities that were available to them when they were younger no longer exist. AARP aims to help older Americans explore and enjoy real possibilities in their lives, no matter what their age.

AARP wants to create a marketing campaign that will appeal to prospects between the ages of 51 and 59 to show that AARP is for people in this age range and that, most importantly, people do not need to be retired to enjoy the benefits of being an AARP member.

Challenge

Design a multi-channel marketing campaign to help AARP acquire and retain members between the ages of 51-59.

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