



Announcing the Spring 2019 Collegiate Maxi Oral Case Competition

Integrated Marketing Communications (IMC) Plan for a Designated Organization

Presented by:

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

Date: Friday April 12, 2019

Location: CCAH (Chapman Cubine and Hussey), 2000 15th Street, North, Suite 550, Arlington, VA 22201

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The Competition— *Integrated Marketing Communications Plan for Selected Organization*

The Collegiate MAXI Oral Case Competition for the Mid-Atlantic region, spring 2019, offers students the opportunity to develop a marketing plan for one organization. Student teams will create an Integrated Marketing Communications (IMC) plan that is designed to help resolve the challenge of this organization.

The Organization

- **Youth For Understanding**

The Challenge

What marketing strategies does your team recommend to address the challenges outlined by the organization? Please develop a multi-channel marketing campaign to incorporate direct mail, email, digital advertising, social media, telemarketing and other relevant channels that encompass your recommended strategy for this organization.

Case Presentation Details

The oral case competition will be held on **Friday, April 12, 2019, 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. **Intent to compete/attend forms are due by 5:00 PM on Friday March 15, 2019.** 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 page 3) which should provide a clear summary of the team's marketing plan.

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 in their presentations:

- A clear outline of their proposed strategy that includes a solid, measurable goal regarding the team's proposed marketing efforts. The strategy outline should state where the organization is presently – then where the team feels the organization would be because 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.

Budget

The case budget for the team's campaign is \$100,000, to be used for the creation of the team's campaign promotional materials and media/advertising budget. Teams are also permitted to submit a campaign 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.

Awards

Cash prizes will be awarded to the top teams the day of the competition. The awards will be announced at the end of the oral competition event.

Presentation Guidelines

Teams will have 15 minutes for the team presentation, followed by 10 minutes for questions by the judges. Each team will have five minutes for setup before starting their presentation. Presenting teams may be composed of 2-4 members, 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.

Criteria for Success

Entries will be evaluated, based on the stated objectives of the 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.

Deliverables

Teams should bring **7 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, 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. A team picture, either included within the title page or separately;
3. Signed Team Entry Form (Will be sent to competing schools after intent to compete/attend form is submitted.);
4. Sample hard-copy of campaign asset copy/design/ and/or sample digital advertisements, social posts, etc.
5. Any other samples or illustrations of samples of other communications, such as direct mail pieces, 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).
6. 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. See notes on presentation expectations on page 2.
7. Presentation on a flash drive

Deadlines:

- March 15, 2019 – **intent to compete/attend** forms due prior to 5:00 PM. Note: **We are only able to accept ten total teams for our competition, so please submit intent to compete/attend forms early.**
- April 12, 2019 – Competition Date

Disclaimer

The case presented here, including the respective organization, is primarily based upon publicly available information. The case study reflects the sole views of the case authors and are not intended to represent any official statement by the participating organization, agencies, or other individuals. Presentation materials may be shared with the organization participating in the competition.

Contact 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 – Youth For Understanding



Youth For Understanding (YFU) is a volunteer-based global non-profit community driven by the passion of people, consisting of 55+ Member Organizations across six continents. As a leader in intercultural exchange and educational programs for more than 60 years, YFU has impacted more than 270,000 students, their host families, schools, networks and more than 70,000 volunteers.

YFU has earned the global reputation as one of the world's oldest, largest, and most respected intercultural exchange programs.

Direct Marketing Overview

Each year, YFU sends 300-400 high school students to study abroad and wants to see this number grow to 1,000 in the next 5 years.

To achieve this level of growth, YFU must invest in more outbound recruitment that can be sustained through an increase and expansion of its fundraising efforts with a new and innovative approach to marketing with two primary goals:

- 1. Develop a comprehensive annual marketing plan to support the growth of the YFU study abroad program**
- 2. Engage and grow YFU's alumni and volunteer-base**

Challenge

Design a multi-channel marketing campaign to help YFU achieve the two primary goals listed above. One of the target audiences for this campaign should be alumni (high school students/graduates who have studied abroad/participated in YFU programs). Other target audiences should be considered and recommended as part of the campaign.

Collegiate MAXI Promotion Costs – Reference Guide

	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 – Reference Guide

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