



Announcing the Fall 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 November 15, 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, fall 2019, offers students an opportunity to develop a marketing plan for one organization of the two organizations listed below. Student teams will create an Integrated Marketing Communications (IMC) plan that is designed to help resolve the challenge of that selected organization.

The Organizations (Teams will select one.)

- **No Kid Hungry**
- **MEANS Database**

The Challenge

What marketing strategies does your team recommend to address the challenges outlined by one of these two organizations? Please develop a marketing campaign to incorporate requested channels in the team's chosen case competition and any other relevant channels that encompass your recommended strategy for the chosen organization.

Case Presentation Details

The oral case competition will be held on **Friday, November 15, 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 October 18, 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:

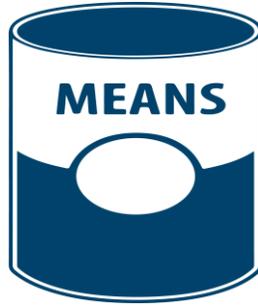
- October 18, 2019 – **intent to compete/attend** forms due prior to 5:00 PM. Note: **We are only able to accept eight total teams for our competition, so please submit intent to compete/attend forms early.**
- November 15, 2019 – Competition Date

Disclaimer

The cases presented here, including the respective organizations, is primarily based upon publicly available information. The case studies reflect 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 organizations 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 – MEANS Database



While over 40% of food in the United States is thrown out, 1 in 8 Americans face food insecurity. Restaurants, grocery stores, and caterers that are trying to donate their excess food are faced with a serious challenge: donating food is significantly harder than throwing it away. Because of this, people remain hungry while food fills landfills across the country.

MEANS Database aims to solve that problem. They provide an online food donation platform that makes it quicker, easier, and cheaper to donate unsold food than it is to throw it out. MEANS is now in 48 states and counting, helping divert food from the trash to local emergency feeding services with the ease and speed of the internet.

Like many organizations, when it comes to fundraising and marketing, MEANS has seen success and a surge in donations following any big media pushes or appearances but would like to build a more sustainable and reliable fundraising program to raise unrestricted funds that will support the work of the organization and allow it to expand in mission and scope in the years to come.

Currently, MEANS donors come mostly from the website and find the organization organically – either from hearing about them on a local news story or from social media pushes. There are not currently any outreach efforts to build the donor base.

Challenge

Design a multi-channel marketing campaign for MEANS that will increase awareness about the organization and begin building a base of loyal donors. MEANS is particularly interested in strategies that will reach both younger and older demographics so more than one strategy may need to be considered as part of the campaign to address each audience. Be sure to define intended targeted audiences for the campaign.

Proposed campaigns should at least include a strategy to run across social media platforms, email marketing, and print communications.

Organization Overview – NO KID HUNGRY



No child should go hungry in America. But 1 in 6 kids will face hunger this year. No Kid Hungry is ending childhood hunger through effective programs that provide kids with the food they need. This is a problem we know how to solve. No Kid Hungry is a campaign of Share Our Strength, an organization working to end hunger and poverty.

No Kid Hungry has created the Youth Ambassador program to involve college students in the fight against childhood hunger. As part of this program, students are placed with one of their state No Kid Hungry community partners and support work on programs like School Breakfast, Summer Meals, and Cooking Matters, the organization's signature nutrition education program.

Since launching the program in 2011, over 230 Youth Ambassadors have been placed all over the country. Youth Ambassadors are hired for Spring, Summer, and Fall terms. From serving summer meals in Kentucky and after-school meals in Detroit, to leading Cooking Matters courses in Arkansas, community outreach in Hartford, and expanding school breakfast in Chicago, No Kid Hungry Youth Ambassadors have made an incredible impact in the fight to end childhood hunger in communities across the country.

Youth Ambassadors are especially active leading up to/on Global Youth Service Day and the organization would like to be able to support the team's efforts by launching a special, multi-channel fundraising campaign, centered around this day and the work of these students to end hunger and poverty.

Leading up to Global Youth Service Day, Youth Ambassadors raise awareness about childhood hunger in America through events on their campus, and work in the field teaching nutrition education courses in their communities through Cooking Matters or working with local partners to implement School Breakfast and After-school Meal programs.

During Global Youth Service Day itself, students take over the Generation No Kid Hungry Instagram accounts to show a "day in their life" as a Youth Ambassador.

Challenge

Design a multi-channel marketing campaign for No Kid Hungry with the goal of raising funds to directly support 25 Youth Ambassadors and their community outreach efforts on Global Youth Service Day (April 10, 2020). The organization's goal is to raise \$3,000 for each Youth Ambassador (\$75,000 total).

The target audience for this campaign will be people who have supported No Kid Hungry in the past, so they are familiar with the organization's mission but may need additional education about the Youth Ambassadors program and Global Youth Service Day.

No Kid Hungry is especially interested in how the proposed campaign could be rolled out across social media platforms and traditional email fundraising, as well as recommendations for print communication that could support the proposed 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: $\$18,000 - \$67,000 = (\$49,000)$