



## **Announcing the Fall 2022 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, December 2, 2022

**Location:** Virtual

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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 2022, offers students an opportunity to develop a marketing plan for the organization listed below. Student teams will create an Integrated Marketing Communications (IMC) plan that is designed to help resolve the challenge of this organization.

#### **The Organization**

- **Student Conservation Association** (Students choose Challenge 1 or Challenge 2)

#### **The Challenge**

What marketing strategies does your team recommend to address the challenges outlined by this organization? Please develop a marketing campaign to incorporate requested channels in the case competition and any other relevant channels that encompass your recommended strategy for the organization.

#### **Case Presentation Details**

The virtual case competition will be held on **Friday, December 2, 2022** on Zoom. Please note that dependent on the number of teams participating some presentations may be scheduled for another day during that week.

**Intent to compete/attend forms are due by 5:00 PM on Friday, October 28, 2022.** 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 competition, students are to provide content via their presentation accompanied by graphics and/or audio-visuals, along with the requested deliverables on page 3. These materials 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 winning team(s). Winners will be announced on Monday, December 5.

### **Presentation Guidelines**

Teams will have 15 minutes for the team presentation, followed by 10 minutes for questions by the judges. Teams will not be allowed to go over the 15 minutes of presentation time.

Teams should arrive promptly at their designated "arrival" time and will be allowed in from the waiting room when we are ready to begin. Students will be introduced at the designated start time so they may begin the 15-minute presentation.

Teams will be given one warning through Zoom chat as they approach the end of their allotted time and will be stopped if their presentation exceeds the 15-minute limit.

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

The team needs to submit these materials according to the schedule that will be provided, and the team's presentation must reflect these materials. **Materials (PDF or PowerPoint, no google links) will be due by 5:00 PM on December 1st.**

1. Presentation deck (if submitting by Prezi, we will need this via PDF)
2. Title page/slide including student names and school name
3. A team picture that may be used on DMAW/EF website and other marketing materials (get creative – and your picture can be taken on Zoom if you're not all together!)
4. Sample of campaign asset copy, design, and/or sample digital advertisements, social posts, etc.
5. Any other digital mockups of samples of other communications, such as direct mail pieces, should also be included if the team has chosen to utilize such communications. If so, rough sketches are acceptable (this is not a graphics competition).
6. Signed Team Entry Form (Will be sent to competing schools after intent to compete/attend form is submitted.)

### Deadlines:

- October 28, 2022 – **intent to compete/attend** forms due prior to 5:00 PM. Note: **We are only able to accept six total teams for our competition, so please submit intent to compete/attend forms early.**
- November 18, 2022 – Team forms are due prior to 5:00 PM.
- November 29, 2022 – 2pm-4pm, Student Testing block (sign up will be provided)
- December 1, 2022 – Presentations due to [leighann.doyle@pmgdirect.net](mailto:leighann.doyle@pmgdirect.net) (Leigh Ann Doyle) prior to 5:00 PM.
- December 2, 2022 – Competition Date (NOTE: Dependent on the number of teams participating some presentations may be scheduled for another day during that week.)

All participating teams will receive a final schedule of events, along with a virtual event guide by November 28, 2022.

### 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 organizations participating in the competition.

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

## Organization Overview – Student Conservation Association



The Student Conservation Association (SCA) is America's student conservation corps. Members of the SCA protect and restore national parks, marine sanctuaries, cultural landmarks and community green spaces in all 50 states.

For more than 60 years the SCA has focused on building the next generation of conservation leaders and inspiring lifelong stewardship of the environment and communities by engaging young people in hands-on service to the land.

Each year, more than 4,000 SCA members serve in the field with the support of generous donors and this year will mark the 100,000th service member. Through the SCA experience, young people build leadership skills, explore new career paths, and develop a lifelong connection to nature. They give back to preserve the environment in concrete and tangible ways, while also building connections to nature that make them lifelong stewards of our land. A donation to SCA not only preserves our natural and cultural heritage; it changes lives ... and ensures we have a sustainable future for all.

With the help of donor support, SCA has:

- Provided 415,000 people with environmental education
- Improved more than 3,000 miles of trail
- Protected more than 935,000 feet of shoreline
- Restored over 100,000 acres of land and habitat
- Cared for over 480,000 native plants and animals

The future of SCA's mission depends on support from generous donors and alumni.

### **Challenge #1: Alumni Engagement**

Develop a creative solution on how the Student Conservation Association (SCA) can cut through all the noise to reach program alumni and get them to re-engage with SCA after their service. SCA has alumni ranging from those finishing summer 2022 crew work all the way back to those who served when the organization was founded in 1957. Alumni, like all of us, get so much traffic in their mailboxes, inboxes and social feeds. Please develop messaging, creative and contact strategies that will rise to the top of their attention funnels and get Alumni to engage with SCA over others.

### **Challenge #2: 2<sup>nd</sup> Gift Conversion**

Develop a multi-channel marketing campaign for the Student Conservation Association (SCA) with the goal of improving a below-benchmark second gift conversion rate compared to the environmental sector. SCA is particularly interested in a strategy to retain more new donors that makes the most of all the channels available to them: direct mail, email, social media and peer to peer texting, including gathering the contact information necessary to reach these new donors.

## **Collegiate MAXI Promotion Costs – Reference Guide**

	Test promotion - 25,000 pieces prices per thousand pieces	Rollout promotion - 250,000 pieces prices per thousand pieces
<b>Direct mail</b>		
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
<b>Email</b>		
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
<b>Newspaper Ad</b>		
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
<b>Magazine Ad</b>		
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
<b>Telemarketing</b>		
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

<b>Banner Ad Network</b>		
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
<b>Paid Search Ad</b>		
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:  $\$18,000 - \$67,000 = (\$49,000)$