



## **Announcing the Fall 2020 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 13, 2020

**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 2020, 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**

- **Disabled American Veterans**

#### **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 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, November 13, 2020** on Zoom. Please note that dependent on the number of teams participating some presentations may be scheduled for November 12, 2020.

**Intent to compete/attend forms are due by 5:00 PM on Friday October 2, 2020.** 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 will be due the week of the presentation and once final team schedules are confirmed, schools will be notified of exact due date and time. 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 top teams the day of the competition. The schedule for award announcement will be provided with final team schedule.

### **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 will be given warnings through Zoom messages as they approach the end of their allotted time and will be stopped if their presentation begins to exceed the 15-minute limit.

Each team will have five minutes for setup (this includes logging in, getting presentations shared so that team is ready to go at time of 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

The team needs to submit these materials according to the team schedule that will be provided, and the team's presentation must reflect these materials.

All pages should have a header line identifying the team and page numbers.

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 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!);
3. Signed Team Entry Form (Will be sent to competing schools after intent to compete/attend form is submitted.);
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. Presentation deck (if submitting by Prezi, we will need this via pdf).

### Deadlines:

- October 2, 2020 – **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 13, 2020 – Competition Date (NOTE: Dependent on the number of teams participating some presentations may be scheduled for November 12, 2020.)

All participating teams will receive a final schedule of events, along with a virtual event guide by October 21, 2020.

### 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 – Disabled American Veterans



**DAV (Disabled American Veterans) is a nonprofit charity that provides a lifetime of support for veterans of all generations and their families, helping more than 1 million veterans in positive, life-changing ways each year.**

**DAV is dedicated to a single purpose: empowering veterans to lead high-quality lives with respect and dignity. This mission is accomplished by ensuring that veterans and their families can access the full range of benefits available to them; fighting for the interests of America’s injured heroes on Capitol Hill; and educating the public about the great sacrifices and needs of veterans transitioning back to civilian life.**

**Annually, the organization provides more than 600,000 rides to veterans attending medical appointments and assists veterans with well over 200,000 benefit claims. In 2018, DAV helped veterans receive more than \$20 billion in earned benefits. DAV’s services are offered at no cost to all generations of veterans, their families and survivors.**

**With nearly 1,300 chapters and more than 1 million members across the country, DAV empowers our nation’s heroes and their families by helping to provide the resources they need and ensuring our nation keeps the promises made to them.**

Since September 11, 2001 the number of veteran services organizations has grown exponentially and there are now more than 49,500 nonprofits devoted to veterans and their families registered with the IRS. This increased competition creates a crowded market for DAV. An added layer of complexity is that many of these organizations have found success with the same direct mail package formats in fundraising – making it imperative that DAV stay ahead of the pack with innovative new creative and multi-channel strategies that will engage their donor constituencies and keep them committed to its critical mission.

One key audience the organization is working to engage is lapsed donors (defined as donors who have not given a donation in 2 or more years). There are currently 9.5 million lapsed donors to DAV.

### **Challenge**

Design a multi-channel marketing campaign specific to DAV that will re-engage lapsed donors to the organization.

Proposed campaigns should run across social media platforms, email marketing, and direct mail communications.

**Collegiate MAXI Promotion Costs – Reference Guide**

|                          | Test promotion - 25,000 pieces<br>prices per thousand pieces | Rollout promotion - 250,000 pieces<br>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:  $\$18,000 - \$67,000 = (\$49,000)$