



Announcing the Fall 2021 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 12, 2021

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 2021, 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

- **Toys for Tots**

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, November 12, 2021** 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 15, 2021. 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, November 15.

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 team 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 November 11.**

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 15, 2021 – **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 5, 2021- Team forms are due to prior to 5:00 PM.
- November 10, 2021- 1pm-4pm, Student Testing block (sign up will be provided)
- November 11, 2021- Presentations due to leighann.doyle@pmgdirect.net (Leigh Ann Doyle) prior to 5:00 PM.
- November 12, 2021 – 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 3, 2021.

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 or, **DMAW/EF, Attn. Executive Administrator, 200 Little Falls Street, Suite #205, Falls Church, VA 22046, 703-407-1663**

Organization Overview – Toys for Tots



Toys for Tots, a 74-year-old national charitable program run by the U.S. Marine Corps Reserve, provides happiness, and hope to less fortunate children during each Christmas holiday season. The toys, books, and other gifts collected and distributed by their Marines and volunteers during the Christmas season offer these children recognition, confidence, and positive memories for a lifetime.

But, recently, Toys for Tots has made a concerted effort to become more than just a Christmastime charity and to provide help when it is needed the most. The support the organization provided in 2020 at the height of the pandemic—in the form of non-seasonal distributions of toys, books, and games—brought great comfort and emotional relief to struggling families all across the Nation.

And with the pandemic still raging in early 2021, Toys for Tots once again expanded their efforts to provide hope and comfort to less fortunate children with another special gift distribution—ONE MILLION educational toys, books, and games to the children of families most impacted by COVID-19.

Less fortunate children likely suffered the greatest learning loss during the pandemic by not being able to attend in-person classroom instruction, so the focus was on providing toys that teach to help them overcome a growing educational gap and stimulate their young minds.

Challenge

Design a multi-channel marketing campaign that runs from January-September 2022—outside of the traditional holiday giving timeframe and with the pandemic now less of a concern—that will increase giving to Toys for Tots' year-round fundraising efforts.

Proposed campaigns should include a strategy to run across social media platforms, email marketing, search engine marketing, display, and print communications. Be sure to define intended targeted audiences for each type of communication.

Along with your recommended strategies, please include your team's thoughts on distribution channels to get these toys, books, and other gifts into the hands of children across the Nation outside of the holiday season (i.e., when Toys for Tots' Marines and volunteers are unavailable).

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