



Announcing the Spring 2023 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 14, 2023

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, Spring 2023, 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

- American Humane

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, April 14, 2023** 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, April 13, 2023. 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, April 17.

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 April 13.**

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:

- March 17, 2023 – 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.
- March 31, 2023– Team forms are due to prior to 5:00 PM.
- April 11, 2023 – 2pm-4pm, Student Testing block (sign up will be provided)
- April 13, 2023 – Presentations due to leighann.doyle@pmgdirect.net (Leigh Ann Doyle) and administrator@dmawef.org prior to 5:00 PM.
- April 14, 2023 – 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 April 4, 2023.

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 – American Humane



For 145 years, American Humane has been committed to helping ensure the safety, welfare and well-being of animals.

American Humane is first to serve, wherever animals are in need of rescue, shelter, protection or security. Through our innovative leadership initiatives – from their “[No Animals Were Harmed®](#)” program in Hollywood to broad-based [farm](#) and [conservation](#) animal welfare certifications, to [rapid response rescue and care](#) across the country – American Humane sets the gold standard as the most visionary and effective animal welfare organization in the nation.

In 2022 American Humane was able to:

- **Save, shelter, feed and care for 492,153 animals** lost and abandoned during the COVID-19 pandemic, the California wildfires, Hurricane Ian and the war in Ukraine.
- **Protect 75,000 beloved animals** working in film and television productions through our historic No Animals Were Harmed® program.
- **Help ensure the welfare and humane treatment of nearly 400,000 remarkable and endangered species** living in the world’s zoos, aquariums and conservation centers.
- **Save the lives of veterans and animals** by finding dogs in need of forever homes and training them as free, life-saving service animals for discharged warriors struggling to cope with Post- Traumatic Stress and Traumatic Brain Injury.
- **Help ensure that more than a billion farm animals** have proper space, food, water, heat, cooling, lighting and numerous other humane protections.

American Humane relies on the support of animal lovers around the world to fund this critical work and is looking for new donors to join this community of compassionate people looking to make a real difference in the world.

Current supporters of American Humane are a mix of donors who have responded during a time of emergency (hurricanes, floods, etc.), donors with an affinity towards veterans, and animal lovers.

Acquiring New Donors

Develop a multi-channel campaign aimed at acquiring new donors for American Humane. American Humane is requesting that teams highlight recommended markets and that the proposed campaign span across digital channels and direct mail. Teams may also choose to include other channels apart from digital and direct mail but should offer rationale for doing so.

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