



# CELEBRATE 2017

WITH ALGONQUIN COLLEGE AND OCMC



## Integrated Marketing Communications Case

The *Integrated Marketing Communications (IMC)* case challenges students to think creatively and strategically in a realistically time constrained situation. It is assumed that the students have received a briefing (in the form of a case study) one week prior to the meeting. As a judge in this event, your job is to assume the role of the client described in the case scenario and evaluate how effectively each team presents their Integrated Marketing Communications Plan.

### The Case Scenario

The students will have received the case information one week prior to the meeting. During the week, they will have access to any broadly available resources, although they will have been instructed not to contact the client organization, and to work on their analysis and plan on their own, with no input from faculty, peers or industry professionals.

Within the scenario of the case, it will be assumed that the Integrated Marketing Communications team has not yet met the judges/client, but has received the brief case outlining the situation.

### General Judging Considerations

The students' role in this event is to present an Integrated Marketing Communications (IMC) Plan. Students will be expected to identify the key challenge(s), propose objectives and recommend strategies to address those challenges and ultimately provide an execution plan for the client. Through practical application of integrated marketing communications components, typically the situation will be based on a B2C market and will call for a strategic and creative IMC plan. Students should be able to discuss their plan using industry standard terminology.

It is assumed that each judge is from the client company and each will take on a specific role.

### Event Objectives

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To demonstrate the students' ability to:

- Analyze a business situation
- Develop a marketing communications plan to address the business situation
- Present recommendations in a convincing manner

### Eligibility

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- All students must be from marketing or marketing-related programs. Please note that post-diploma, graduate certificate or degree program students are not eligible for OCMC.
- Repeat OCMC students cannot enter an event in which they previously participated.



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## Student Preparation

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- Participants should familiarize themselves with the evaluation criteria. Please refer to the case evaluation form for details.
- Students are not allowed to contact the client company in any way (phone or email) when preparing their plan. They may research the website for basic information about the company, but personal contact is forbidden.
- Once they have received the case scenario, students are expected to work on the analysis and plan on their own, with no input from faculty, peers or industry professionals.
- Students must be in the designated presentation room **on time**. Students should arrive at the designated room **no earlier than ten minutes before** their presentation time. Presentation times will be assigned randomly. Please refer to the IMC schedule in the program. No changes will be made unless a conflict situation exists.
- Proper **identification** (your name tag) must be visible to security personnel before entering the presentation room.
- The student team provides his/her own presentation aids and materials, although equipment will be provided as outlined below. If Powerpoint, or other presentation software, is used students will bring this on a memory stick.
- The use of business cards is optional.

## Presentation

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- The room will have appropriate equipment (computer and projection equipment) and be arranged suitably for a presentation.
- Presentations must not exceed **15 minutes**. There will be a **five-minute question period** following the presentation with judges.
- Participants are responsible for managing their time when presenting. Judges will be conscious of time when listening to presentations and will ask a team to stop if necessary.
- The judges will use the remaining minutes in the cycle to complete the evaluation form.

## Evaluation by Judges

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- Judges are to ask questions of the students (challenge the students) at the end of each presentation.
- Judges will not provide any verbal feedback to participants during the competition. They are permitted to ask questions during the official question period.
- Judges will complete an evaluation form with numerical scores and appropriate summary comments.
- Judges will rank each team from top to bottom. In the case of a tie between any of the top 5 teams, they will re-evaluate those teams to break the tie. There cannot be a tie amongst teams ranked one to five.



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- **Judges decisions are final!** The top three teams are acknowledged at the final competition banquet and will come to the stage to receive their awards. Fourth and fifth place winners will be announced from the podium but **will not** be asked to the stage.

## Feedback

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- Each team will receive a feedback form from the host College approximately three weeks following the competition.

## Event Scoring

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1 <sup>st</sup> Place	10 points
2 <sup>nd</sup> Place	8 points
3 <sup>rd</sup> Place	6 points
4 <sup>th</sup> Place	4 points
5 <sup>th</sup> Place	2 points



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## Integrated Marketing Communications (IMC) Case Study Judging Considerations

Section	Score/Possible	Judging Considerations
<b>Introduction</b>	5 – excellent 4 – good 3 – satisfactory 1-2 below expectation  <b>/5</b>	Keep in mind that it is assumed that you have not met the Integrated Marketing Communications (IMC) team before.
<b>Situation Analysis</b> <i>Market, competitor and consumer analysis</i>	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation  <b>/10</b>	The students will already have an understanding of the situation from the case that you would have sent them a week in advance. They should be able to summarize key points and provide further insight into the market, and/or competitor, and/or consumer analysis.
<b>Overall Objectives</b> <i>Identification of key issue or what is to be accomplished overall</i>	5 – excellent 4 – good 3 – satisfactory 1-2 below expectation  <b>/5</b>	The IMC team will outline the specific business challenge(s).
<b>IMC Objectives</b> <i>Clear identification of what is to be achieved through marketing communications</i>	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation  <b>/10</b>	Generally, the case will involve a situation for which multiple IMC objectives might be appropriate, allowing for a thorough IMC plan.
<b>IMC Strategies</b> <i>Clear identification and justification of IMC components recommended</i>	18-20 excellent 14-17 good 10-13 satisfactory 0-9 below expectation  <b>/20</b>	Clarity for selection of various IMC components and how they will support achievement of the above mentioned objectives.
<b>IMC Execution</b> <i>Plan details: what, when, where, how much?</i>	13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation  <b>/15</b>	The plan should be realistic, in terms of budget, timing and sequencing of the IMC components, based on the size and positioning of the organization.
<b>Question &amp; Answer</b> <i>Sound and practical responses</i>  <i>Support of information and position</i>	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation  <b>/10</b>	Hold off on your questions until the end. The team may ask for questions, but even if they do not, it would be appropriate to ask questions at the end.  <i>Please note: the students will have 15 minutes for their presentation. There will then be 5 minutes for any questions.</i>
<b>Presentation Skills</b> <i>Clarity and enunciation of voice, professionalism (appearance, confidence, enthusiasm)</i>	13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation  <b>/15</b>	Judges will also evaluate accuracy and quality of presentation support used (eg PowerPoint slides).



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<b>Creativity</b>	<b>/10</b>	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation	Although creativity is judged as a separate category, it is assumed that creativity can be employed in all parts of the presentation.
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**OCMC Evaluation Form – Integrated Marketing Communications Case Study**

College Name: \_\_\_\_\_

Student Presenters: 1. \_\_\_\_\_ 2. \_\_\_\_\_

Section	Comments
<b>Introduction</b>  _____ /5	
<b>Situation Analysis</b> <i>Market, competitor and consumer analysis</i>  _____ /10	
<b>Overall Objectives</b> <i>Identification of key issue or what is to be accomplished overall</i>  _____ /5	
<b>IMC Objectives</b> <i>Clear identification of what is to be achieved through marketing communications</i>  _____ /10	
<b>IMC Strategies</b> <i>Clear identification and justification of IMC components recommended</i>  _____ /20	
<b>IMC Execution</b> <i>Plan details: what, when, where, how much?</i>  _____ /15	
<b>Question &amp; Answer</b> <i>Sound and practical responses Support of information and position</i>  _____ /10	
<b>Presentation Skills</b>  <i>Clarity and enunciation of voice, professionalism (appearance, confidence, enthusiasm)</i>	



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	_____ /15
<b>Creativity</b>	_____ /10
<b>Total Score</b>	_____ / 100