

Ontario Colleges' Marketing Competition

Fanshawe College | November 15-16, 2018



Direct Marketing Case

The *Direct Marketing* Case challenges students to think creatively and strategically in a time constrained situation. As a judge in this event, you are to assume the role of the client or company representative described in the case scenario and evaluate how effectively each team presents their analysis and recommendations to address the issues raised in the case study.

The Case Scenario

The students will know nothing about the situation or the client company before they enter the prep room. They will have 30 minutes to familiarize themselves with the situation. The students competing in this event will be expecting that the case scenario will focus on solving a marketing challenge using direct marketing strategies, which may include: building a relationship and loyalty with the targets, offering incentives, and following an interactive messaging and an integrated media approach.

General Judging Considerations

Given that the students only have 30 minutes to read and analyze the case scenario, it will be focused on solving a clearly articulated marketing challenge. Students should provide specific information about the objectives of the campaign and the target, as well as any evidence of any prior marketing communications campaigns. Hence judges will base their evaluation on the ability of the team to suggest strategies to meet the stated objectives and the creativity and practicality of such strategies to communicate with the target. 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

To demonstrate the students' ability to:

- Analyze a problem situation
- Develop appropriate marketing recommendations utilizing available Direct Marketing strategies
- Justify their recommended strategies based on the marketing issue identified, target market and budget
- Present the proposal in a convincing manner

Eligibility

- 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.

Student Preparation

- Participants should familiarize themselves with the evaluation criteria. Please refer to the case evaluation form for details.
- Students must be in the designated preparation room **on time**. Students should arrive at the designated preparation room **no earlier than five minutes before** their preparation time. Preparation times will be assigned randomly. Please refer to the case schedules 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 preparation room.
- Absolutely no supplies or equipment (beyond what is provided to you) is allowed in the room. This includes calculators, cell/smart phones, computers, PDAs, books, etc. Any violation of this rule results in disqualification.
- The use of business cards is optional.
- A package containing the case, a **memory key**, lined paper, 2 ball point pens, and 2 pencils will be provided upon entry to the preparation room. The memory key will contain 7 basic white background slides in the current version of PowerPoint. There are no restrictions on slide design, animation or transition.
- The preparation room will contain a laptop for students to use to create their presentation. Their presentation must be saved on the memory key provided in the envelope. All competitors must ensure that they clear their presentation from the laptop before exiting the room.
- Participants have **30 minutes** to prepare their solution. Participants will be advised when five minutes remain.

- At the end of 30 minutes, the team will be escorted to their presentation room. There must be no communication with anyone other than your partner while in transit.

Presentation

- The room will have appropriate 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.
- At the conclusion of the question period the students will leave the room. **All materials used in the presentation must remain in the room.** The judges will collect your memory key, case, pens, etc.
- The judges will use the remaining minutes in the cycle to complete the evaluation form.

Evaluation by Judges

- 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.
- **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

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

Event Scoring

| | |
|-----------------------|-----------|
| 1 st Place | 10 points |
| 2 nd Place | 8 points |
| 3 rd Place | 6 points |
| 4 th Place | 4 points |
| 5 th Place | 2 points |

Direct Marketing Judging Considerations

| Section | Score/Possible | Judging Considerations |
|--|--|--|
| Introduction <div style="text-align: right;">/5</div> | 5 – excellent 4 – good 3 – satisfactory 1-2 below expectation | Keep in mind that it is assumed that you have not met the Direct Marketing team before. |
| Identification of Problem <i>Including identification of problem or opportunity</i> <div style="text-align: right;">/5</div> | 5 – excellent 4 – good 3 – satisfactory 1-2 below expectation | The students will already have an understanding of the situation from the brief they have received. They should be able to correctly identify the problem or opportunity the company faces. |
| Situation Analysis <div style="text-align: right;">/15</div> | 13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation | The team will clearly describe the Strengths and Weaknesses (Internal) and the Opportunities and Threats (External) the company faces. |
| Objectives <div style="text-align: right;">/5</div> | 5 – excellent 4 – good 3 – satisfactory 1-2 below expectation | Accurately identify the Objectives the organization hopes to achieve through the campaign. |
| Alternatives: <i>Target Market(s), Offers/Incentives, Message/Media</i> <div style="text-align: right;">/15</div> | 13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation | 3 solid, logical alternatives should be presented with the advantages and disadvantages of each described. |
| Recommendations <div style="text-align: right;">/10</div> | 9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation | The plan should be realistic, in terms of budget, current conditions and corporate competencies. |
| Implementation Plan <div style="text-align: right;">/10</div> | 9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation | |
| Question & Answer <i>Sound and practical response, Support of information and position</i> <div style="text-align: right;">/10</div> | 9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation | Hold off on your questions until the end. The team may ask for questions, but 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> |
| Presentation Skills <div style="text-align: right;">/15</div> | 13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation | Convey information clearly, with confidence and enthusiasm. Professional appearance and demeanor. Judges will also evaluate accuracy and quality of the PowerPoint slides. |
| Creativity <div style="text-align: right;">/10</div> | 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. |

OCMC Evaluation Form – Direct Marketing Case

College Name: _____

Student Presenters: 1. _____ 2. _____

| Section | Comments |
|--|----------|
| Introduction _____ /5 | |
| Identification of Problem <i>Including identification of problem or opportunity</i> _____ /5 | |
| Situation Analysis _____ /15 | |
| Objectives _____ /5 | |
| Alternatives: Target Market(s) Offers/Incentives Message/Media _____ /15 | |
| Recommendations _____ /10 | |
| Implementation Plan _____ /10 | |
| Question & Answer Sound and practical response Support of information and position _____ /10 | |
| Presentation Skills _____ /15 | |
| Creativity _____ /10 | |
| Total Score _____ / 100 | |