



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.

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, smart watches, 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 USB device, 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 USB device 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 USB, 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 Case Study Judging Considerations

Section	Score/Possible	Judging Considerations
Introduction	5 excellent 4 good 3 satisfactory /5 1-2 below expectation	Greeting, introduction of team and lead into the presentation. It is assumed that you have not met the team prior to the presentation.
Identification of Problem	5 excellent 4 good 3 satisfactory /5 1-2 below expectation	Identification of the central problem or key issues that should be resolved based on the information provided in the case study.
Situation Analysis	13-15 excellent 10-12 good 7-9 satisfactory /15 1-8 below expectation	Analysis of key internal strengths & weaknesses, and external opportunities & threats facing the organization and how these factors relate to the current situation.
Objectives	5 excellent 4 good 3 satisfactory /5 1-2 below expectation	Identification of objectives in relation to the organization and the specific case scenario that the recommendation will hope to address.
Alternatives	13-15 excellent 10-12 good 7-9 satisfactory /15 1-8 below expectation	Discussion of 3 strategic options to address the problem or key issues at hand. Include an evaluation of the advantages and disadvantages of each option.
Recommendations	9-10 excellent 7-8 good 5-6 satisfactory /10 1-4 below expectation	Presentation of a recommended strategy that addresses the key problem/issues and objectives, and is feasible in terms of current conditions, budget and resources.
Implementation Plan	9-10 excellent 7-8 good 5-6 satisfactory /10 1-4 below expectation	Provide an action plan that outlines the specific details of how the recommended strategy will be executed in terms of activities, timing, and resources.
Question & Answer	9-10 excellent 7-8 good 5-6 satisfactory /10 1-4 below expectation	5 minute Q&A period for the judges to ask questions or ask for clarification. The team should provide sound responses and be able to support the recommended strategy.
Presentation Skills	13-15 excellent 10-12 good 7-9 satisfactory /15 1-8 below expectation	Convey information clearly and project confidence and enthusiasm. Demonstrate professionalism in terms of demeanour and information presented on powerpoint slides.
Creativity	9-10 excellent 7-8 good 5-6 satisfactory /10 1-4 below expectation	Creativity in development of strategy and implementation details and the overall presentation itself. Although creativity is judged as a separate category, creativity can be employed in all parts of the presentation.

