

DMEF Collegiate ECHO Direct & Interactive Marketing Challenge

Sponsored by Microsoft

About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential. (microsoft.com)

About Microsoft Advertising

Microsoft Advertising provides advertisers and publishers with media, tools and services to drive deep and profitable engagement with their audiences. This includes a global media network of Microsoft properties such as MSN, Bing, Windows Live, Xbox LIVE, and partner properties such as Facebook, WSJ.com and Verizon. (advertising.microsoft.com)

About Bing™

On May 28, 2009, Microsoft Corp. unveiled Bing™, a new search engine and consumer brand. Bing takes a new approach to the user experience and has intuitive tools to help searchers make better decisions, focusing initially on four key vertical areas: making a purchase decision, planning a trip, researching a health condition or finding a local business. For additional information about Bing, and the vision behind its development, check out links to the [Videos](#), [Search Progression](#), [Product Guide](#) or [Microsoft PressPass](#). (bing.com)

The Challenge (Option 1)

Bing is a relatively new brand on the market. Your challenge is to create a compelling marketing campaign, utilizing a combination of direct/interactive distribution channels that achieve the following objectives:

- Increase awareness of Bing & improve Bing brand favorability with target audience
- Generate 50,000 new purchases through Bing cashback (bing.com/cashback)

To accomplish this, you must have a clear understanding of the products, the target consumers and the marketplace.

The Challenge (Option 2)

The search box was one of the main reasons consumers downloaded toolbars. Now, popular browsers contain an embedded search box reducing the need to download additional toolbars. Your challenge is to develop the next generation of toolbar features that consumers value most and use direct/interactive distribution channels to market the new Bing Bar.

- What would the ideal Bing Bar look like, and what would it let you do?
- How would you position the Bing toolbar so that the target market tries it out? What response rates do you anticipate after launching your marketing campaign?

To better understand the toolbar environment explore some of popular ones on the market and their current functionality: [MSN Toolbar](#), [Yahoo Toolbar](#), [Google Toolbar](#), [ASK Toolbar](#) and [AOL Toolbar](#)

Target Audience

The target audience for this campaign will be higher-education students and young professionals ages 18-30. Individuals in this target market tend to be heavy searchers and are accustomed to making online purchases. You may also choose to target additional segments. Your recommendations should be based on the target's demographics, psychographics and adoption/purchasing behavior.

Campaign Requirements

- Campaigns must include a search marketing component and one additional Microsoft Advertising offering.



- We are open to a variety of paid and unpaid digital marketing opportunities.
 - Some additional areas to consider include: Display; Search Engine Optimization; Social Media, Direct Mail, Mobile Media (cell phone, PDA, SMS, WAP); Blogs (creating one and/or advertising in them); Viral marketing.
- Bing is offered worldwide, thus proposals should be easily replicated and extended into international markets.
- Marketing proposals should reflect campaigns ongoing from July 2010 - October 2010.

Budget

Your proposal should be based on a maximum budget of \$1 million dollars (USD).

Deliverables

- Please submit your 1 page executive summary and the proposal in the form of a written document (no more than 10 pages, excluding appendices).
- Appendices should include the following (maximum 20 pages):
 - Detailed Budget (allocation toward services by media)
 - Creative samples
 - Forecast results of the marketing campaign (ROI)
- PowerPoint Presentation (maximum 20 slides) - imagine that you have 10 minutes to pitch your strategy to Microsoft Executives.
- A 2-4 minute video of you pitch to consumers to try the product(s).

Deadlines

Fall 2009 – December 15, 2009

Spring 2010 – April 14, 2010

Criteria for Success

While campaigns are typically evaluated based on how well they meet their stated objectives, this cannot be determined unless campaigns are put in market and data is collected. Therefore, your proposed campaign will be evaluated based on how well it is *designed* to meet the stated objectives. Proposals will be selected based on a number of factors including:

- Choice of strong advertising channels
- Cohesiveness of the overall proposal; is the marketing campaign truly integrated?
- Choice of metrics for measuring the success of the campaign
- Thoroughness of argument; argument supported with evidence/research.
- Creativity and originality
- Anticipated impact

Resources

Click the word
"Resources" above to
link to useful tools for
the competition.



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