

2012 COLLEGIATE ECHO DIRECT/INTERACTIVE MARKETING CHALLENGE

Challenge by: SkyMall
Sponsored by: Direct Marketing Educational Foundation

THE CHALLENGE: HANDS-ON LEARNING

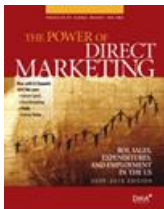
The Direct/Interactive Marketing Challenge gives students the special opportunity to turn theory into practice. It's hands-on learning and real-world experience. Students are challenged to combine their knowledge, research, and creativity as they work in teams on a direct/interactive marketing assignment from the corporate sponsor, their *client*.

The Rewards of Direct/Interactive Marketing and the Challenge

All marketing is direct /interactive. Working on a real-world challenge in a team situation, as marketing executives do, provides an excellent foundation for any career in marketing. Direct/interactive methods are used to:

- build store, event or web traffic;
- generate or improve orders;
- build brands;
- acquire and retain customers, subscribers or donors;
- develop customer relationships;
- increase inquiries to get leads for sales or dealer organizations;
- build support for causes.

In Direct/Interactive Marketing, response is measurable, return on investment (ROI) is predictable, and communication and transaction activity are stored in a database. In simple terms, direct/interactive marketing uses media (social media, search engine marketing, mail, print, telephone, broadcast, etc.), singly or in combination, to target an offer to specific consumers or businesses identified as those most likely to respond and provides them the opportunity, one-on-one, to take advantage of that offer.



Direct Marketing Association research clearly shows that in all cases – advertising spending, revenue, and employment – direct/interactive marketing growth outpaces total U.S. economic growth, with nearly half of all advertising dollars spent on direct/interactive marketing campaigns.

Hands-on direct/interactive marketing experience will give students a competitive edge. The Challenge helps to provide that experience with an actual client. Participation in the Challenge is a differentiator that looks great on a résumé.

DMEF Collegiate ECHO Direct/Interactive Marketing Challenge

About SkyMall



Founded in 1990, SkyMall is a multi-channel, direct marketer offering high-quality, innovative merchandise from top direct marketers and manufacturers through its SkyMall catalog and web site, skymall.com. The SkyMall catalog is seen by approximately 88% of all domestic air passengers reaching more than 650 million air travelers annually. The SkyMall brand is almost universally known among affluent and well-educated travelers who are receptive to innovative, unique products.

At SkyMall, our mission is to deliver more than just cool stuff through creativity, innovation and fun. Airline passengers browse the SkyMall catalog to see innovative products and are also entertained by the experience.

Background Information

Traditionally, the only things consumers have been able to buy in-flight are food and cocktails. The increased availability of WiFi and other new technologies in-flight has opened the door for other retailing opportunities on board. The SkyMall catalog is a ubiquitous presence on flights and the availability of WiFi access provides an unprecedented opportunity to further engage customers and increase sales.

SkyMall research shows that most passengers make their buying decision at 30,000 ft. Historically, customers have had to take the print catalog off the plane and place an order once they landed via the web/call center. This attenuated purchasing experience limits SkyMall's ability to seize upon the customer buying impulse. In addition, the print catalog is limited to approximately 2,000 products while the web allows for a virtually limitless selection of cool stuff and the ability to provide a more engaging customer experience through the use of customer generated content, video and other engaging features.

Today, new technologies are revolutionizing the in-flight experience and changing the way customers interface with retailers. In addition to WiFi, most airlines now operate cashless cabins and SkyMall has developed an application that allows flight attendants to take SkyMall orders in flight via POS credit card terminals. Smart phones and other mobile devices are becoming an increasingly popular way to shop, especially for well-connected travelers. Through its airline partners, SkyMall has access to additional media, including jetway posters, messaging to consumers on ticket confirmations, inflight video, flight attendant live announcements and seat back inflight entertainments systems

Off the plane, loyal SkyMall customers are mailed a print catalog which previews new products and promotes best selling items. In addition, SkyMall uses email campaigns, retargeting and other web strategies to drive sales.

The Challenge

Create an integrated marketing campaign using all direct/interactive channels discussed above as well as mobile, social, web and print with the goal of increasing the number of orders received by SkyMall to one per flight. A well designed campaign will also leverage the SkyMall print catalog to drive consumers online to see more products and place their orders. Be creative! As "fun" is in our corporate motto, we are looking for innovative ways to engage passengers with our products and business. Consideration should be given to post flight strategies as well as leveraging online and print media to reengage consumers and increase sales.

Target Audience

SkyMall's target audiences are frequent travelers with little time to shop. Our customers are business decision makers and describe themselves as early adopters of new technologies.

Campaign Requirements

Your submission should include the following: market research, marketing strategy, media plan, creative strategy, budget allocation for each media campaign metrics.

Budget

Your proposal should be based on a budget of \$500,000.

Campaign Length

Assume that the campaign takes place in calendar year 2013. It may run for the entire year or during specific periods throughout the year, based on factors determined by your team such as research, targeting, budget, etc.

Deliverables

1. Executive Summary and Proposal: 1 page executive summary and a proposal in the form of a written document of no more than 10 pages, excluding appendices. An additional page in the Executive Summary will be a strategic summary chart.
 - a. strategic summary chart – (1 page or 1 PowerPoint slide) listing your key marketing research conclusions (1 sentence) in left column and the proposed corresponding strategies (1 sentence) in right column.
2. Visual Summary: In lieu of a live presentation to your client, SkyMall, a PowerPoint (maximum 20 slides), or a 2-3 minute video presentation summarizing your campaign.
3. Appendices (max. 20) Appendices should include the following:
 - a. Detailed Budget (allocated by media).
 - b. Creative Samples
 - c. Forecast results of the marketing campaign
 - d. Video advertisement to consumers (no more than 3 minutes)

Criteria for Success

1. Is the audience successfully targeted?
2. Are marketing channels used effectively?
3. Thoroughness of argument: Is the argument supported with evidence/research?
4. Cohesiveness of the overall proposal: does the campaign reflect the conclusions of the market research? Is the marketing campaign truly integrated?
5. Is the choice of metrics appropriate for measuring the success of the campaign?
6. Is the campaign creative and original, while maintaining the brand identity?
7. What is the anticipated impact?

Deadlines for Submission

- Fall 2011 – December 16, 2011
- Spring 2012 – May 3, 2012

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Questions Regarding the Campaign

To submit questions, “Like” the DMEF Collegiate ECHO Facebook Page at <https://www.facebook.com/pages/DMEF-Collegiate-ECHO-Challenge/126643808845>, (or search for “DMEF Collegiate ECHO Challenge” in the Facebook search engine.)

Neither SkyMall nor DMEF will take questions directly at their offices from students or faculty advisors.

Only in urgent cases may faculty advisors contact Jeff Nesler, Senior Program and Web Manager, DMEF at jnesler@directworks.org. DMEF will only take students’ questions at the Collegiate ECHO Facebook page.

ENTRY RULES WHO MAY ENTER?

1. The 2012 Direct/Interactive Marketing Challenge is open to all undergraduate and graduate students worldwide. Employees, officers, directors, shareholders, agents, representatives, and immediate family members of SkyMall, DMEF, Direct Marketing Association, and their parent companies, affiliates, subsidiaries, and advertising and promotion agencies, are not eligible to participate.
2. Teams shall be comprised of no less than two (2) and no more than four (4) students. Teams of fewer than 2 members or more than 4 members will be disqualified.
3. A team may work with or without a faculty advisor, but may have no more than one faculty advisor. Teams with more than one faculty advisor will be disqualified.
4. Undergraduate team members do not all have to be at the same level; however, undergraduate and graduate students may not combine to form teams.
5. Graduate and undergraduate entries will be judged separately. Only undergraduate entries will be considered for cash prizes.
6. Students from all majors are encouraged to participate.
7. Teams may work independently, or have a faculty advisor.
8. Faculty advisors may choose to use the challenge as a teaching tool for part or all of the semester. Advisors may use the challenge as a mandatory class assignment, an optional class assignment, a marketing or advertising club activity or as an independent study project.
9. Faculty advisors may guide in the manner of teaching, but they must not develop the marketing strategy, media or creative plans, or make final decisions regarding the campaign. No two teams should have the same marketing strategy, media or creative plan.

HOW TO ENTER

1. View and/or download the 2012 Collegiate ECHO Direct/Interactive Marketing Challenge.
2. Faculty advisors and student team leaders (with or without a faculty advisor) must complete an Intent to Compete Form [link] online. While these forms will be accepted up until November 18, 2011 for Fall Semester entries and April 6, 2012 for Spring Semester entries, we encourage everyone to submit them as early in the semester as possible. The Rules & Regulations can be downloaded from the Directworks.org Collegiate ECHO landing page.
3. The Team Leaders must submit their entries by sending an email to DMEFchallenge@live.com with a link to their team's Microsoft Skydrive. (See Submitting an Entry for details).
4. In your entry, please do not use your school name, school email address, mascot, etc, in your team name or in any of your project documents or videos. (You will identify yourselves separately in an Administrative Folder).
5. Each team member and their faculty advisor (if applicable) will be required to complete and sign an Official Entry Form and a Participation Agreement which should be posted to the team's Skydrive account in a folder labeled Administrative.
6. Each team's presentation materials must be posted in a folder labeled Proposal to their Skydrive on or before the deadline. The Fall Semester entry deadline is Friday December 16, 2011. The Spring Semester entry deadline is Friday May 3, 2012.
7. Teams may enter in the Fall and/or Spring, but FINAL JUDGING for both semesters will take place in May of 2012.
8. All team members and the faculty advisor (if applicable) must agree that all entries become sole property of the Direct Marketing Educational Foundation (DMEF), The Direct Marketing Association (DMA) and SkyMall for any use whatsoever, and will not be returned to student teams, nor will

compensation for services be made now or in the future. Agreement is so stated on each entry form.

9. All team members and faculty advisors authorize and grant, by their participation, the DMEF, the DMA, and SkyMall the unlimited right to use their names, pictures, and/or likeness for advertising and publicity purposes, whether utilized in print media, television, video, film, radio, internet, or otherwise without their prior review or approval and without any compensation to them.
11. It will be each team member's and faculty advisor's duty to carefully read all information/rules and regulations and to be sure that all regulations are fully understood and adhered to.
12. Only entries in English will be considered.

SUBMITTING AN ENTRY

The Microsoft Skydrive

1. Team Leaders: visit <http://skydrive.live.com>
2. You will be asked to sign up, or to sign in.
3. Once you log in, you may create your team folders and post your documents to those folders. Keep your entry forms and participation agreements in a separate folder (Administrative) from the rest of your submission (Project Folder).
4. In order to allow the judges access to your Skydrive folders click Edit Permissions and add the email, DMEFchallenge@live.com, and include a note stating that this Collegiate ECHO Challenge entry is from [your team name], Team Captain: [team captain's name]. **Please provide us with full access to both your Administrative and Project folders, by sending an email to DMEFchallenge@live.com** that includes the links to these folders. The full access choice is worded "Can add, edit details, and delete files" in the permissions area.
5. You will receive an acknowledgment from us after the Fall or Spring entry deadline, as appropriate. If you do not receive an acknowledgment, please email DMEF at DMEFchallenge@live.com.

JUDGING PROCEDURES

Overview of Judging Procedures

1. Teams may enter in the Fall and/or the Spring, but FINAL JUDGING will take place in May 2012 in New York.
2. Each entry will be evaluated by different judges. The judges are professional direct/interactive marketers and client representatives. The goal of the Collegiate ECHO Challenge is to generate excellent marketing thinking and quality creative work, focusing on strategy. Entries will be judged on:
 - market research;
 - team's understanding of the client's marketing objectives and use of new direct response media as part of the campaign;
 - donor acquisition recommendations;
 - how well the marketing strategy and media plan meet the objectives;
 - creative strategy and execution;
 - budgeting approach Return on Investment (ROI);
 - implementation with minimal SkyMall staff management
 - quality/professionalism of the presentation manual
3. Those entries scoring in the top 10% after judging are designated as semi-finalists. Ultimately, SkyMall selects the Gold, Silver and Bronze winners as well as honorable mentions from among the semi-finalists.
4. Gold, Silver and Bronze prizes will be awarded at the discretion of the DMEF and SkyMall.
5. In addition to Gold, Silver, and Bronze Awards, the judges and the DMEF and SkyMall may give Honorable Mentions to recognize those teams demonstrating excellence in the following individual categories:
 - Most Innovative Marketing Strategy
 - Best Media Plan
 - Best Creative Execution
 - Smartest Budgeting Approach
 - Best Market Research
6. All decisions made by the judges are final.
7. Prizes will be awarded to the winning undergraduate teams. Visit www.directworks.org to see the prize structure.

Key Dates

Interim deadlines	Interim deadlines – set by individual faculty advisors – for completion of separate phases of the challenge, i.e., completion of market research, marketing strategy or plan, creative, etc. are recommended. This will allow time for necessary revisions and review of entries by faculty advisors before submission to Challenge Headquarters.
November 18, 2011	Intent to Compete for fall entries must be completed in order for a team to be eligible to participate.
December 16, 2011	Presentation Manual and creative samples due for teams organized during the fall semester/quarter. Must include signed entry forms from each team member.
April 20, 2012	Intent to Compete for spring entries must be completed in order for a team to be eligible to participate.
May 18, 2012	Presentation Manual and creative samples due for teams organized during the winter or spring semesters/quarters. Must include signed entry forms from each team member.
Mid-May 2012	Judging of Presentations
End of July 2012	Notification of Results to faculty via email.
By September 2012	Acceptance and Selection of Prizes by winning team student members and (if applicable) faculty advisors.

Reminder Checklist

HAVE YOU REMEMBERED TO:

- _____ Read the Challenge and company information thoroughly?
- _____ Read the rules and regulations governing the Challenge thoroughly?
- _____ Make inquiries early to avoid delays in completing your presentation?
- _____ Follow the specified format for the presentation manual?
- _____ Submit entry forms and presentation manual TOGETHER for receipt by The DMEF by either December 16, 2011 or May 3, 2012.



(Office Use Only) TN: _____ ENTRY #: _____ S # ____ T # ____

Official Entry Form

2012 COLLEGIATE ECHO DIRECT/INTERACTIVE MARKETING CHALLENGE by SkyMall

This official entry form is required by each team member and **must be signed** by the **student** and the **faculty advisor**. Forms for all team members must accompany the written presentation. Information requested is solely for award notification purposes; award announcements are made after the college/university year ends, so please be sure to include an address and email *where you can be reached*. **Deadlines for entry forms and presentation manual are December 16, 2011 (Fall) or May 18, 2012 (Winter/Spring)**. Please type or print clearly.

Campaign Name (if none, use "SkyMall Campaign"): _____

Name of Team Member Mr. Ms. Mrs. _____

Member's College/University _____

Member's College/University Residence Address _____

City _____ State _____ Zip _____

Member's College/University Residence Phone _____

Email (where you can be reached during Summer 2012) _____

Permanent Address (FOR NOTIFICATION PURPOSES ONLY): If same as above, check here and skip ahead to "Expected Month/Year of Graduation" (3rd line below).

Permanent (Home) Address _____

Permanent City, State, Zip _____ **Phone** _____

■ **Expected Month/Year of Graduation** _____ **Major field of study** _____

■ **College/University Standing:** (check one) Sophomore Junior Senior Graduate

For publicity purposes, on the reverse (or next page) of this form, please list the names and addresses of your college/university paper, as well as your hometown paper(s).

NOTE: The four items listed below must be fully agreed to. Each student must sign the statement.

- (1) I have read and agree to abide by the rules and regulations governing the DMEF Collegiate ECHO Direct/Interactive Marketing Challenge and understand that failure to comply will result in the disqualification of the entire team.
- (2) I agree that all entries become the property of Direct Marketing Educational Foundation, and SkyMall, that they may be used by SkyMall, the DMEF and the Direct Marketing Association for publicity, and they will not be returned to me.
- (3) I understand that I will not be compensated now or in the future for any services rendered in connection with this challenge.
- (4) I have not received outside help of any kind from professionals.

■ **Student's Signature** _____

Faculty Advisor's Name (Please print) _____

■ **Faculty Advisor's Signature** _____

Faculty Advisor's Summer Contact Information (FOR NOTIFICATION PURPOSES ONLY)

STREET _____

CITY _____ STATE _____ ZIP _____

Summer Phone _____ **Summer_Fax #** _____

Summer Email _____ Mail to: DIRECT/INTERACTIVE MARKETING CHALLENGE, Direct Marketing Educational Foundation, 1120 Avenue of the Americas, New York, NY 10036-6700



Your Hometown and Campus Newspapers

Please complete the contact information as thoroughly as possible – so that your winning campaign can garner the attention it deserves! Use additional sheets if necessary.

Editor: _____

Name of Publication: _____

Street address: _____

City, State, Zip _____

Email: _____

Phone number: _____ **Fax number:** _____

Editor: _____

Name of Publication: _____

Street address: _____

City, State, Zip _____

Email: _____

Phone number: _____ **Fax number:** _____

Editor: _____

Name of Publication: _____

Street address: _____

City, State, Zip _____

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