



## **MARKETING CONTEST**

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### **CONTEST CHAIR**

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### **ELIGIBILITY**

The Marketing contest is open to all students enrolled in BMI3C/BMX3E during the current school year.

Contest entry is due on or before the contest submission date (refer to the Contest Time Line Chart page). Entries must be sponsored by a current member of OBEA and must include a typed OBEA Identification Form.

### **REMINDER - 2 ENTRIES PER SCHOOL**

### **THE MARKETING PLAN CHALLENGE**

### **INSTRUCTIONS**

Select a product, service OR an event that you would like to market. Your objective is to create a marketing plan (see below) that best demonstrates your ability to think strategically. Products must be legal for sale in Canada and in good taste. Cigarette or alcohol products are inappropriate.

Your marketing plan must include

1. U.S.P. (unique selling proposition)
2. Detailed description of your product, service or event
3. Description of your consumer/target market
4. Analysis of your competitive environment
5. Marketing Research: Issues requiring research; type(s) of research required.
6. Product: product liability, safety and social responsibility considerations; branding and image; packaging design, promotion, protection, etc.
7. Place: Type of channel(s) used; customer service level required; major characteristics of channel members
8. Promotion: Desired positioning; if you'll be doing a radio or TV commercial, make sure you prepare a script or storyboard using an effective strategy, appropriate to your target market and product. If you're preparing a Print ad, ensure you have incorporated the main parts of an ad
9. Price: Nature of demand; pricing strategies; etc.
10. Future Plans: Future plans for longer term product and/or company growth (i.e. line extensions, related new product concepts, advertising and promotional plans, etc.) Expected changes over the product life cycle.



Sections 6-9 must include:

The suggested approach for this part is to ensure Objectives, Strategies and Tactics are discussed for each element of the marketing mix.

**OBJECTIVE:**

Objectives are simply the goals. The objective provided here would be one of the promotional (advertising) objectives for the new brand.

Example: Create awareness of the brand and achieve a 5% market share within the specified market segment.

**STRATEGY:**

Strategies are broad plans of action which companies develop to help them attain their objectives.

Example: Use non-traditional advertising

**TACTICS:**

Tactics are more detailed courses of action than strategies.

Example: Focusing on the Internet as a medium and using celebrities from extreme sports in ads with a humorous twist would satisfy the criteria of non-traditional advertising.

Criteria	Below Level 1	Level 1	Level 2	Level 3	Level 4
<b>PART 1 - GETTING STARTED</b>					
U.S.P.	Not scorable	Emerging	Satisfactory explanation	Met expectations	Stated superbly
Product/service description	Incomplete	Beginning to take form	Satisfactory	Complete & informative	Complete succinct & informative
Goals and strategies	Need improvement and focus	Passable	Adequately stated	Successfully stated and detailed	Expertly articulated
<b>PART 2 - THE CONSUMER</b>					
Consumer profile/ consumer demand analysis	Incomplete and lack detail	Need improvement	Sufficiently identified	Effectively described	Superbly detailed
<b>PART 3 - COMPETITIVE MARKET</b>					
Identify & compare competitors	Competition has not been identified & needs work	Competition is beginning to emerge and take shape	Competition has been mentioned and is admissible	Competition has been identified successfully	Competition has been superbly identified and analyzed
<b>PART 4 - MARKET RESEARCH</b>					
Research identified to solve one or more marketing problems	Research conducted was not present and applicable	Research conducted could use improvement	Research conducted is passable but could use more depth	Research conducted is sufficient	Research conducted is compelling and logical
<b>PART 5 - THE MARKETING PROGRAM</b>					
Product development	Benefit analysis is not started	Benefit analysis is emerging	Benefit analysis is adequate	Benefit analysis is credible	Benefit analysis is exemplary
<b>PART 6 - POSITIONING &amp; BRANDING</b>					
Packaging analysis; package & label; logo & slogan; positioning strategy	Packaging/ logo/positioning strategy needs improvement	Packaging/ logo/positioning strategy are beginning to show logic	Packaging/ logo/positioning strategy are approaching standard	Packaging/ logo/positioning strategy are well planned and thoughtful	Packaging/ logo/positioning strategy are indisputable and clear



Criteria	Below Level 1	Level 1	Level 2	Level 3	Level 4
<b>PART 7 - PRICING</b>					
Pricing analysis	Pricing factors and S.W.O.T. analysis have not been attempted	Pricing analysis needs improvement	Pricing analysis was satisfactorily reviewed	Pricing analysis was effectively analyzed	Pricing analysis has been remarkably analyzed
<b>PART 8 - PLACE</b>					
Distribution strategy	Distribution strategy is not scorable	Distribution strategy could use improvement	Distribution strategy is admissible	Distribution strategy is comprehensive	Distribution strategy has been expertly rationalized
<b>PART 9 - PROMOTION</b>					
Describe specific activities to be conducted during the promotional campaign.	Promotional analysis lacks insight	Promotional analysis is beginning to show thought and logic	Promotional analysis is adequate	Promotional analysis is effectively reviewed	Promotional analysis is outstanding and well thought out
<b>PART 10 - FUTURE PLANS</b>					
	Other considerations need work	Other considerations are emerging	Other considerations are adequate	Other considerations are effective	Other considerations are magnificent