OFFICIAL RULES
2013-2014
COLLEGIATE ECHO MARKETING CHALLENGE

Challenge by: Domino’s
Sponsored by: Marketing EDGE (formerly DMEF)
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THE CHALLENGE: HANDS-ON LEARNING

The Collegiate ECHO 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 marketing assignment from a corporate sponsor, their client.

The Rewards of the Challenge

All marketing is direct, interactive, data-driven, and accountable. Working on a real-world challenge in a team situation, as marketing executives do, provides an excellent foundation for any career in marketing. Typically a Challenge asks students to:

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

The response is measurable, return on investment (ROI) is predictable, and communication and transaction activity are data-driven. In simple terms, the media used (social, mobile, search engine marketing, mail, print, telephone, broadcast, etc.), singly or integrated, will 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 the areas of advertising spending, revenue, and employment, data-driven marketing growth outpaces total U.S. economic growth, with approximately half of all advertising dollars spent on data-driven marketing.

Hands-on experience in this area will give students a competitive edge. The Challenge helps to provide that experience with an actual client. And, participation in the Challenge is a differentiator that looks great on a résumé.
Collegiate ECHO Marketing Challenge

About Domino’s Pizza ®
Founded in 1960, Domino’s Pizza is the recognized world leader in pizza delivery, with a significant business in carryout pizza. It ranks among the world’s top public restaurant brands with its global enterprise of more than 10,200 stores in over 70 international markets. Domino’s had global retail sales of over $7.4 billion in 2012, comprised of over $3.5 billion in the US and nearly $3.9 billion internationally. In the fourth quarter of 2012, Domino’s had global retail sales of nearly $2.4 billion, comprised of approximately $1.1 billion in the US and $1.3 billion internationally. Its system is largely made up of franchise owner-operators, who accounted for over 96% of the Domino’s Pizza stores as of the fourth quarter of 2012. Domino’s reached the unprecedented $1 billion mark in US digital sales during the one-year time period from April 2011 to April 2012. Its emphasis on new technology has helped drive the emergence of Domino’s ordering apps for Kindle Fire, Android™ and iPhone® – which now cover over 80% of the smartphone market. Continuing its focus on menu enhancement, Domino’s established itself as a player in the Pan Pizza market with the launch of its Handmade Pan Pizza, featuring fresh, never-frozen dough, in October 2012.

Background – Digital
Digital ordering now makes up more than one third of Domino’s orders in the US and about one third of those digital orders come from mobile devices. Ordering through mobile devices is Domino’s fastest growing segment. We are committed to offering convenience to our customers wherever they might be – and with an app for iPhone, Android, Kindle Fire, and Windows Phone – Domino’s has an app for nearly 95% of smartphones sold in the US.

On every app, users will find access to Domino’s full national menu, coupon search, location-based store locator, and Pizza Tracker®.

To date, app downloads have come organically through the presence in each phone’s respective app store as well as minimal advertising through Domino’s-owned assets on Dominos.com and Domino’s social media channels.

The Challenge
Create an integrated marketing campaign using all direct and interactive channels including Domino’s-owned and earned media channels; social media, e-mail, website, print with a goal of increasing the number of orders driven through a Domino’s Mobile App. A well designed campaign also will focus on store retail space in 4,900 stores to drive consumers online for their next pizza purchase. Be creative! At Domino’s, we love to push the envelope and test new digital ideas – and find innovative ways to communicate with our consumers.

Target Audience
Domino’s target audience is males and females ages 18-49, we skew slightly female with a focus on Moms/head of households focused on making the dinner decision for their family.

Campaign Requirements

Budget
Your proposal should be based on a budget of $250,000 and be able to have a full national reach.

Campaign Length
Assume the campaign will be executed in a calendar year. The campaign may run for the entire year or during specific period(s) of time throughout the year, based on factors your team determines 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 (and/or the Visual Summary) will be a Strategic Summary chart.
   a. Strategic Summary chart – (1 page and/or 1 PowerPoint slide) listing your key marketing research conclusions (1 sentence) in the left column and the proposed corresponding strategies (1 sentence) in the right column.
2. Visual Summary: In lieu of a live presentation to your client, Domino’s, a PowerPoint (maximum 20 slides), or a 2-4 minute video presentation summarizing your campaign.
3. Appendices (max. 20) Appendices to the Executive Summary 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).

Word and PowerPoint, or PDFs are the only file formats accepted for the Collegiate ECHO Marketing Challenge. Videos must be uploaded in a format viewable in either Windows Media Player or Apple’s Quicktime Player. (See the “Microsoft Skydrive” section later in this booklet.)

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 arket 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
FALL 2013
- Intent to Compete Deadline: November 15, 2013
- Entry Submission Deadline: December 13, 2013

SPRING 2014
- Intent to Compete Deadline: April 18, 2014
- Entry Submission Deadline: May 16, 2014

NOTIFICATION: End of July 2014

Registration and Entry
Intent to Compete Forms: Team captains and faculty advisors both are required to register for the Challenge by completing an Intent to Compete form by the deadline. (See above.) Each team designates a captain who submits the team members’ contact information and graduation date. Faculty Advisors’ Intent to Compete Forms indicate the number of teams expected to participate from their course(s), advertising/marketing club, independent study advisees, etc.

Entry Forms: To be eligible for entry, each team member must complete and sign an Entry Form, to be scanned and included with the submission. See the “Key Dates” section later in this booklet for important deadlines and submission details. Teams consist of 2-4 members (See the “Who May Enter” section later in this booklet for important details.)
Frequently Asked Questions
A link to a Frequently Asked Questions page will be provided to the students and faculty who submit an Intent to Compete Form.

To Ask Further Questions Regarding the Campaign
To submit questions, “Like” the Marketing EDGE Group, and visit the Collegiate ECHO tab at http://www.facebook.com/marketingEDGEorg (or search for “Marketing EDGE” in the Facebook search engine to find us.)

Post your questions at the Collegiate ECHO Marketing Challenge Tab. Don’t post to the main wall, but to the Collegiate ECHO tab. The Challenge organizers will post responses there. However, neither Domino’s nor Marketing EDGE 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, Marketing EDGE at jnesler@marketingEDGE.org. Marketing EDGE will only take students’ questions at the Collegiate ECHO tab on the Marketing EDGE Facebook page.

Entry Rules | Who May Enter?

1. The 2013-2014 Marketing Challenge is open to all undergraduate and graduate students worldwide. Employees, officers, directors, shareholders, agents, representatives, and immediate family members of Domino’s, Marketing EDGE, 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. Undergraduate team members do not all have to be at the same level; however, undergraduate and graduate students may not combine to form teams.

4. The Challenge must be started and completed within either the fall semester of 2013 or the spring semester of 2014. Teams that take longer than this will be disqualified.

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 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. Download and review the 2013-2014 Collegiate ECHO Marketing Challenge.

2. Give your team a unique name. (If you can't come up with one, we suggest using the first initials of all the team members, e.g., Sally, Arthur, Heather and Don would be SAH&D.)

3. Faculty advisors and student team leaders (with or without a faculty advisor) must complete an Intent to Compete Form online. While these forms will be accepted until the Intent to Compete deadlines shown above, we encourage everyone to submit them as early in the semester as possible. The Rules & Regulations can be downloaded from the left navigation menu at www.collegiateecho.org.
4. The Team Leaders must submit their entries by sending an email to MarketingEDGEChallenge@outlook.com with a link to their team's Microsoft Skydrive. (See Submitting an Entry for details.)

5. 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).

6. Each team member and their faculty advisor (if applicable) will be required to complete and sign an Official Entry Form which should be posted to the team's Skydrive account in a folder labeled [Your Team Name] Administrative.

7. Each team's presentation materials must be posted in a folder labeled [Your Team Name] Project to their Skydrive on or before the deadline. See the Key Dates section later in this document for entry deadlines.

8. Teams may enter in the fall or spring, but FINAL JUDGING for both semesters will take place from May-July of 2014.

9. All team members and their faculty advisor (if applicable) must agree that all entries become sole property of Marketing EDGE, The Direct Marketing Association (DMA) and Domino's 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.

10. All team members and faculty advisors authorize and grant, by their participation, Marketing EDGE, the DMA, and Domino's 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


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 your campaign submissions in separate folders: ([Your Team Name] Administrative) and ([Your Team Name] Project), respectively.

4. As you click on each separate folder, on the right hand side under "Sharing" select ”share.” A command box will pop-up.

5. Select ”share this folder” and enter the following email: MarketingEDGEChallenge@outlook.com

6. In the Personal Message box, please enter your team name.

7. To standardize all entries, Word documents, PowerPoints, and PDFs are the only file types to be uploaded to the Skydrive for the Collegiate ECHO Marketing Challenge. Videos must be viewable in Windows Media Player or Apple’s Quicktime player. Please reduce the file sizes of all documents and videos wherever possible, and be sure to test your files once they are uploaded, to ensure they display properly.
JUDGING PROCEDURES
Overview of Judging Procedures

1. Teams may enter in the fall or the spring, but FINAL JUDGING will take place May-July 2014 nationwide.

2. Each entry will be evaluated by different judges. The judges are professional 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;
   - how well the marketing strategy and media plan meet the objectives;
   - creative strategy and execution;
   - budgeting approach Return on Investment (ROI);
   - implementation;
   - quality/professionalism of the presentation.

3. Those entries scoring in the top 10% after judging are designated as semi-finalists. Ultimately, Domino’s 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 Marketing EDGE and Domino’s.

5. In addition to Gold, Silver, and Bronze Awards, the judges and Marketing EDGE and Domino’s 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. Schools that field winning undergraduate teams are eligible to receive scholarship grants to award to promising students. Visit www.collegiateecho.org to see the prize structure.
**Key Dates**

Interim deadlines - set by individual faculty advisors (or by team captains if not working with a faculty advisor) - 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 15, 2013**  
Intent to Compete for fall entries must be completed in order for a team to be eligible to participate.

**December 13, 2013**  
Entry presentation and Entry Forms due for teams organized during the fall semester/quarter. Must include signed entry forms from each team member.

**April 18, 2014**  
Intent to Compete for spring entries must be completed in order for a team to be eligible to participate.

**May 16, 2014**  
Entry presentation and Entry Forms due for teams organized during the winter or spring semesters/quarters. Must include signed entry forms from each team member.

**May-July 2013**  
Judging of Presentations

**End of July 2013**  
Notification of Results to faculty via email.

**By September 2013**  
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?
- Submit entry forms and presentation manual TOGETHER for receipt by the deadline?

**ENTRY FORM**

Attached, and on the Collegiate ECHO website pages at www.collegiateecho.org, please find the Entry Form to be completed by team member. Either a handwritten or a digital signature will be accepted. The form can be completed by hand or on your computer.