



# COLLEGIATE ECHO MARKETING CHALLENGE

[www.collegiateECHO.org](http://www.collegiateECHO.org) | [#collegiateECHO](https://twitter.com/mktgEDGEorg) | [@mktgEDGEorg](https://twitter.com/mktgEDGEorg)

## CLIENT BRIEF | OFFICIAL RULES

2017-2018

**Challenge by:** Fossil

**Sponsored by:** Marketing EDGE

# Collegiate ECHO Marketing Challenge

## CLIENT BRIEF

### About FOSSIL | Background Information

**FOSSIL:** Fossil is an American watch and lifestyle company, creatively rooted in authentic vintage and classic design. We strive to create high-quality watches, smartwatches, bags and more that preserve the best of the past while updating it for today. When the clean lines of the mid-century meet the modern looks of today, the result is key items that represent the best of what we stand for: traditional watches created in fresh hues and materials, bags that pair portability with streamlined design, and timeless accessories that accompany you wherever you are traveling.

**Fossil Q Smartwatches:** We may love all things vintage, but that doesn't mean we can't (enthusiastically) embrace new technology, too. Meet Fossil Q, our collection of wearable technology. We think of Fossil Q as a meeting of the minds—the fashion-forward mind, the tech-loving mind and the fitness-loving mind.

- **Hybrid Smartwatches:** Looks like a watch, acts like a smartwatch. Never needs charging, a battery powers Fossil hybrids so you'll always be in charge and stay connected. Our hybrid smartwatches connect seamlessly to your phone. The watches include functionality such as email/call/text notifications, activity/steps/sleep tracking, automatic time zone update, and personalized goal/function settings.
- **Touchscreen Smartwatches:** Smartwatches with touchscreen functionality and classic good looks. Our touchscreen smartwatches connect seamlessly to your phone. The tech-savvy smartwatch with touchscreen functionality includes automatic activity/steps/sleep tracking, user-friendly messaging and notifications, customizable watch faces, and the all-new Android Wear™ 2.0's interactive dials (for information at a glance). Both iOS and Android users can now benefit from third-party standalone apps with enhanced functionality.

We encourage you to watch our video: [https://www.youtube.com/watch?v=2pPshnbx\\_OE](https://www.youtube.com/watch?v=2pPshnbx_OE)

### Resources | Learn More

Visit [fossil.com](http://fossil.com) for more details and a full product explanation. For all video creative, visit: [www.youtube.com/user/FossilTV](http://www.youtube.com/user/FossilTV). Registered Faculty will receive access to a FAQs page.

## THE CHALLENGE

Create an integrated omni-channel marketing campaign to drive **Fossil Q Smartwatches** sales using all Fossil marketing channels including our website, retail stores, social media platforms, as well as a paid media strategy. A well designed campaign should increase awareness, drive traffic and sales for this target audience. Be creative!

Retail companies around the world are seeing declines in traffic and sales as consumers shift their shopping patterns, and show a preference for experiences over spending. Now is the time for brands to be creative, nimble, and clever to combat a challenging marketplace.

**Target Audience:** Men/Women – 18 to 35 years old

**Campaign Requirements:** Your submission should include the following:

- Market research/industry trends
- Marketing strategy
- Media plan
- Creative strategy
- Budget allocation for each media campaign metric / return on investment projections.

**Budget:** Your proposal should be based on a budget of \$5,000,000 with US national reach.

### Campaign Length

Assume the campaign takes place in the second half of 2018 (July to December). It should cover a Fall campaign (July 1-September 30) with the objective to increase Fossil Q Smartwatches intent/awareness

and a Holiday campaign (October 1-December 31) with a focus on sales as well as a 50/50 product split between Hybrid Smartwatches and Touchscreen Smartwatches. The Fall and Holiday campaigns can run at different times during these periods as teams see fit. (The campaigns are not required to be “on” all the time.) The best practice is to have an awareness campaign during Fall and a sales-focused campaign during Holiday with heavier weight from Black Friday to Christmas.

**Deliverables** (each to be submitted as a separate file):

1. **Executive Summary** – 1 page, followed (as separate files) by:
  - a. **Executive Proposal** – a written proposal outlining the campaign of no more than 10 pages (title page, page index, and references are excluded from the page count).
  - b. **Strategic Summary Chart** – up to 3 pages – a two-column document listing your key marketing research conclusions in the 1<sup>st</sup> column and the proposed corresponding strategies in the 2<sup>nd</sup> column.
2. **Appendices** – (max. 25 pages) deliverables for appendices include:
  - a. Research Documentation
  - b. Detailed Budget
  - c. Creative Samples
  - d. Forecast results of the marketing campaigns
  - e. **Video Advertisement to consumers** (submitted as a separate video file, no more than 45 seconds, ideally 15 or 30 seconds)
3. **Visual Summary** – Client presentation that summarizes your campaign with either a PowerPoint of up to 20 slides OR a video presentation of 2-3 minutes in length (as a separate video file. See Campaign Requirements above.)
4. **Team Photo** – a group photograph of the team; and a **Description of Photo document** – a separate Word document naming the people in the photo, e.g., from left to right. (These are not judged.)

#### **Criteria for Success**

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

#### **Additional Judging Criteria**

1. The team demonstrates an understanding of the client's marketing objectives.
2. The team has conducted primary and secondary market research, and provided a marketing strategy, media plan and creative strategy that are cohesively based on their research findings, and meet the campaign objectives.
3. Thoroughness of argument: The argument is supported with evidence/research.
4. All deliverables are provided. The project is complete.
5. The organization, quality and professionalism of the presentation are clearly evident.

#### **To Ask Further Questions**

To make this process more efficient, we ask that students

1. first review the Rules Booklet and the FAQs, and if they still have questions, then
2. ask their faculty advisor, and finally (if they don't have the answer)
3. compile their questions and forward them to [admin@marketingEDGE.org](mailto:admin@marketingEDGE.org) with the Subject Line: Collegiate ECHO Questions and the Team Name and Team Member's name in the body of the email. We will only answer questions from registered participants.

**NOTE:** Neither Fossil nor Marketing EDGE will take questions directly at their offices.

#### **WHO MAY ENTER?**

1. The 2017-2018 Marketing Challenge is open to all undergraduate and graduate students, worldwide, in all majors. Only entries in English will be considered.
2. Only teams comprised of two (2) - five (5) students may participate.

3. Undergraduate and graduate students may not combine to form teams. Graduate and undergraduate entries will be judged separately.
4. The Challenge must be started and completed within either fall semester 2017 or spring semester 2018.
5. Only teams that register by submitting an Intent to Compete Agreement, and later, all deliverables may participate.
6. Teams may work independently or with a faculty advisor. Faculty advisors may guide in the manner of teaching, but must not assist with work on the campaign, 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.
7. Teams may enter in the fall or spring by the appropriate deadline shown on p. 4. Judging for both fall and spring is completed in the summer of 2018.

## REGISTRATION AND ENTRY

### Registration: Intent to Compete Agreement Forms Are Required

**Faculty Advisors** and all **Student Team Members** are required to register for the Challenge by completing an online **Intent to Compete Agreement** form via the link at [www.CollegiateECHO.org](http://www.CollegiateECHO.org) by the appropriate deadline (see p. 4). You will be asked to open an account on our reviewing partner's website, Submittable.com to begin the agreement.

**Faculty:** It is recommended that faculty advisors complete this form before the semester begins. The form requests contact information and:

- The number of teams expected to participate,
- The capacity in which they will participate (course work, independent study or capstone course, marketing club, etc.).

Upon submission of the **Intent to Compete Agreement** form, **faculty advisors** receive links to teaching resources and past winning entries for the Challenge.

**Students:** Find the registration the link to Submittable at [www.CollegiateECHO.org](http://www.CollegiateECHO.org) by the appropriate deadline (see p. 4). This form requires the team members' names, emails, graduation month(s)/year(s), and permanent mailing addresses (to award prizes). Upon completion of this agreement, each team member receives a link to a choice of a complimentary 90-120-minute online learning module.

## STUDENTS: HOW TO ENTER

1. Download and review the 2017-2018 Collegiate ECHO Marketing Challenge Official Rules Booklet, and read the Collegiate ECHO website materials. The Official Rules are located at [www.CollegiateECHO.org](http://www.CollegiateECHO.org).
2. Give your team a unique name, and then complete an online Intent to Compete Agreement Form, required for all faculty advisors and students participating, by the deadline for the semester you're entering. Upon completion of the form, students and faculty will have access to materials that will assist in the successful completion of the Challenge. All team members must use the exact same team name, (including the same punctuation, capitalization, spacing and spelling).
3. Only the team leader may post their team's entry deliverables including video files (p. 2) to their account at [Submittable.com](http://Submittable.com). If external video links are provided, e.g., YouTube, create a separate 1-page document containing the link and identifying whether it is a visual summary or a video to consumers. Video links also may be included in the Executive Summary, Proposal, Appendices and Visual Summary; submit backup video files if necessary.
4. The school must **not** be identified in any way throughout the entry, except (optionally) in the team photo description, which will be uploaded in a separate area. Identify the members shown in a separate document (e.g., Team Name left-right: Name1, Name2, etc.).
5. The team name (and the team member's names), must appear on the title page of all documents or in the video (if chosen for the Visual Summary) without school identifiers – see item 4.
6. Marketing EDGE and Submittable are not responsible if the judges cannot open your files so we suggest you test them to ensure they open properly.

7. Participants are encouraged to provide their resumes, as employment opportunities may be available after the Challenge concludes.
8. Projects that do not adhere to all Challenge rules and deliverables will not be passed on for judging.
9. **AGREEMENT:** By their participation, all team members and faculty advisors agree to adhere to the rules in this booklet, at [www.CollegiateECHO.org](http://www.CollegiateECHO.org), and the online **Intent to Compete Agreement**.

## JUDGING

The goal of the Collegiate ECHO Challenge is to generate excellent marketing thinking and quality creative work, focusing on strategy stemming from research.

### Overview of Judging Procedures and Awards

1. Final judging for both semesters will take place from May-June of 2018. All decisions made by the judges are final. Prizes will be awarded at the discretion of Marketing EDGE and Fossil.
2. Each entry will be evaluated by different judges, who are professional marketers and client representatives. Entries will be judged on the above Success Criteria and Additional Judging Criteria and (p. 2) and the scoring rubric made available to faculty.
3. Entries scoring in the top 10% are designated as semi-finalists. Ultimately, Fossil selects the Gold, Silver and Bronze winners as well as honorable mentions from among the semi-finalists.
  - a. The judges and Marketing EDGE and Fossil also may give Honorable Mentions to those teams that demonstrate excellence in the following individual categories:
 

<ul style="list-style-type: none"> <li>• Market Research</li> <li>• Marketing Strategy</li> <li>• Media Plan</li> <li>• Budgeting / ROI</li> <li>• Metrics / Analytics</li> </ul>	<ul style="list-style-type: none"> <li>• Creative Strategy</li> <li>• Executive Summary and Appendices</li> <li>• Visual Summary</li> <li>• Innovation</li> </ul>
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5. Prizes will be awarded in separate divisions: to the winning undergraduate teams and the winning graduate teams.
6. Qualifying team members are eligible to apply for Marketing EDGE Scholarships. Visit [www.CollegiateECHO.org](http://www.CollegiateECHO.org) to see the prize structure.

## DEADLINES | KEY DATES

### FALL ENTRIES

**October 16, 2017** **Intent to Compete Agreement** for fall entries must be completed by each team member in order for a team to be eligible to participate.

**December 11, 2017** Entry presentation due for teams organized during the fall semester/quarter, submitted by team leader.

### SPRING ENTRIES

**March 16, 2018** **Intent to Compete Agreement** for spring entries must be completed by each team member in order for a team to be eligible to participate.

**May 14, 2018** Entry presentation due for teams organized during the winter or spring semesters/quarters, submitted by team leader.

### BOTH SEMESTERS

**May-mid-July 2018** Judging of presentations.

**Mid-July 2018** Notification of results to faculty via email.

**August 31, 2018** Acceptance and selection of prizes by winning team student members. Prizes not claimed by this date will be forfeited. We therefore suggest that at the time you register, you provide an email where you can be reached during the summer.