



COLLEGIATE ECHO MARKETING CHALLENGE
www.CollegiateECHO.org

OFFICIAL RULES
2015-2016

Challenge by: Facebook
Sponsored by: Marketing EDGE

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About Facebook

Founded in 2004, Facebook's mission is to give people the power to share and make the world more open and connected. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.

Marketing Challenge Background: Facebook Custom Audiences

Facebook provides personalization at scale for both consumers and advertisers.

For consumers, Facebook provides products that power a curated media experience; for advertisers, Facebook provides the ability to reach highly targeted audiences at the scale of mass media, while retaining the commitment to transparency.

Data powers Facebook's ability to provide advertisers with audience targeting capabilities so that advertisers can reach the precise audience intended for a brand - e.g., luxury women's shoes buyers.

One of Facebook's core Direct Response (DR) targeting products is Custom Audiences. Custom Audiences allows advertisers to reach people they already know on Facebook, so that they can maximize the ROI (Return on Investment) impact of their marketing budget.

Through Custom Audiences, marketers now have the ability to use their own 1st party data to reach consumers that they have already interacted with, either through a website, mobile app, or those that have been captured in a CRM database, all while maintaining a commitment to consumer privacy.

The Challenge

Create an integrated marketing campaign with the goal of increasing the awareness and consideration of Custom Audiences with B2C (Business to Consumer) marketing decision makers. An ideal campaign will increase the awareness of the Custom Audience product and encourage B2C marketers to consider utilizing Custom Audiences at their company. The challenge is a B2B (Business to Business) marketing effort - the target audience are B2C marketers.

Target Audience

The target audience for this challenge is marketing decision makers (CMO, VP of Marketing, Director of CRM Marketing, Agency VP, Agency Account teams leader) who spend advertising budgets to reach consumers. Segmentation is as follows:

- Enterprise (>=1000 employees)
- Mid-Market (>= 25 employees)
- Small Business (<25 employees)

Campaign Requirements: Budget

Your proposal should be based on a budget of \$5M and be able to have full national reach across the aforementioned target audience.

Campaign Length

Assume the campaign will run for a full calendar year; however, feel free to adjust timing, media, geography, etc. throughout that year.

Media

Encourage use of all media types - pay particular attention to reaching B2C marketers through B2B marketing tactics.

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 or 1 PowerPoint slide) listing key marketing research conclusions in left column and the proposed corresponding strategies in right column.

2. Appendices (max. 20 pages) 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.
3. **Visual Summary:** In lieu of a live presentation to your client, Facebook, a PowerPoint (maximum 20 slides), or a 2-4 minute video presentation summarizing your campaign.
 4. **Acquisition Spot Directed at Target Audience:** Video spot, no more than 60 seconds, built for digital media distribution.
 5. A team photo.

Success Criteria

1. Are the right insights about the target audience captured?
2. Has the target audience been successfully targeted?
3. How will the results of the campaign be measured?
4. How innovative is the marketing plan?
5. What is the fundamental position/message?
6. Is there creative differentiation?
7. Is the right mix of both quantitative and qualitative research done to support conclusions?

Further Questions

Registered teams and faculty advisors may ask further questions on our Facebook page's Collegiate ECHO tab at <http://www.facebook.com/marketingEDGEorg>. To get answers, we suggest students first scroll through the Collegiate ECHO tab, and then ask their faculty advisor, before posting. Neither Facebook nor Marketing EDGE will take questions directly at their offices.

Only in urgent cases may **faculty advisors** contact Marketing EDGE at admin@marketingEDGE.org. Marketing EDGE will only take students' questions at the Collegiate ECHO tab on the Marketing EDGE Facebook page.

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 at www.CollegiateECHO.org by the appropriate deadline (see p. 5).

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,
- Check boxes for 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: For their entries to be considered, **all** team members are required to complete an **Intent to Compete Agreement** once the team is formed, at www.CollegiateECHO.org by the appropriate deadline (see p. 5). 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 complimentary 90-minute online learning module.

Agreement

By their participation, all team members and faculty advisors agree to adhere to the rules in this booklet, at www.CollegiateECHO.org, and the online Intent to Compete Agreement.

Entry Rules | Who May Enter?

1. The 2015-2016 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.
4. The Challenge must be started and completed within either fall semester 2015 or the spring semester 2016.
5. Graduate and undergraduate entries will be judged separately. Only undergraduate entries will be considered for cash prizes.
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.

How To Enter

1. Download and review the 2015-2016 Collegiate ECHO Marketing Challenge Official Rules Booklet, and read the Collegiate ECHO website. The Official Rules are located at www.CollegiateECHO.org. See also the "Getting Started Guide."
2. Give your team a **unique** name.
3. All participants and their faculty advisors must complete an online **Intent to Compete Agreement Form**. Upon completion of the form, students and faculty will have access to materials that will assist in the successful completion of the Challenge.
4. Team Leaders (or a designated team member) must post their team entry deliverables (p. 2-3) to a Microsoft OneDrive or Google Drive folder, share the folder with Marketing EDGE, and email Marketing EDGE a link to this folder. Videos must be uploaded to YouTube. Video links are to be included in the entry submission, with backup video files posted if necessary. (Reading **How to Submit an Entry** at www.CollegiateECHO.org is required, for details.)
5. Your team name (and the team member's names), must appear on the title page of all documents, and the team name must appear in videos. **The school must not be identified in any way throughout the entry**, except (optionally) in the team photo. Identify the members shown, preferably in a separate document (e.g., Team Name left-right, Name1, Name2, etc.).
6. Name all folders, files, and videos with the team name. Marketing EDGE is not responsible if the judges cannot open your files, so we suggest you test them after they are uploaded to ensure they zip and open properly.
7. Participants are encouraged to provide their resumes with their entries, as employment opportunities may be available after the Challenge concludes.
8. Teams may enter in the fall or spring by the appropriate deadline shown on p. 5. Judging for both fall and spring is completed in the summer of 2016.

JUDGING

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

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. Cohesiveness of the overall proposal: the campaign reflects the conclusions of the market research and the marketing campaign is truly integrated.
4. The audience is successfully targeted.
5. Marketing channels and implementation are effective and client-requested response media are used as part of the campaign.
6. Thoroughness of argument: The argument is supported with evidence/research.
7. The choice of metrics is appropriate for measuring the success of the campaign.

8. The campaign is creative and original, while maintaining the brand identity.
9. The anticipated impact is projected persuasively.
10. The team's budget and ROI projections are realistic.
11. All deliverables are provided. The project is complete.
12. The quality and professionalism of the presentation are clearly evident.

Overview of Judging Procedures

1. Final judging for both semesters will take place from May-July of 2015. All decisions made by the judges are final. Prizes will be awarded at the discretion of Marketing EDGE and Facebook
2. Each entry will be evaluated by different judges, who are professional marketers and client representatives. Entries will be judged on the above Criteria for Success.
3. Entries scoring in the top 10% are designated as semi-finalists. Ultimately, Facebook selects the Gold, Silver and Bronze winners as well as honorable mentions from among the semi-finalists.
4. In addition to Gold, Silver, and Bronze Awards, the judges and Marketing EDGE and Facebook may give Honorable Mentions to those teams that demonstrate excellence in the following individual categories:
 - Market Research
 - Marketing Strategy
 - Media Plan
 - Budgeting / ROI
 - Creative Strategy
 - Video to Target Audience
 - Executive Summary
 - Visual Summary
 - Innovation
5. Prizes will be awarded to the winning undergraduate teams.
6. 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.

DEADLINES | KEY DATES

FALL ENTRIES

October 16, 2015	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, 2015	Entry presentation due for teams organized during the fall semester/quarter.
May-July 2015	Judging of presentations.
End of July 2015	Notification of results to faculty via email.
End of September 2015	Acceptance and selection of prizes by winning team student members and (if applicable) faculty advisors.

SPRING ENTRIES

March 16, 2016	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 13, 2016	Entry presentation due for teams organized during the winter or spring semesters/quarters.
May-July 2016	Judging of presentations.
End of July 2016	Notification of results to faculty via email.
End of September 2016	Acceptance and selection of prizes by winning team student members and (if applicable) faculty advisors.