

MARKETING PLAN CHALLENGE CONTEST OR SPORTS, ENTERTAINMENT, AND FASHION MARKETING CONTEST

CONTEST CHAIR

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ELIGIBILITY

The Marketing Contest and The Sports, Entertainment, and Fashion Marketing Contest are open to all students enrolled in BMI3C/BMX3E or any Senior, Business Studies course during the current school year.

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

Contestants must be either an individual or pair. All sections must be completed or the submission will not be evaluated. Only original work will be assessed.

A DIGITAL copy of the marketing plan is to be submitted for evaluation.

STUDENTS MUST INDICATE WHICH MARKETING CONTEST THEY WISH TO PARTICIPATE—EITHER THE MARKETING PLAN CHALLENGE, OR THE PROMOTIONAL PLAN FOR EITHER A SPORTS, ENTERTAINMENT, OR FASHION BUSINESS.

Only five (5) submissions per school are accepted. Contest entry is due on or before the Contest submission date (refer to the Contest Timeline Chart page). Entries must be sponsored by a current member of OBEA and must include a typed OBEA Identification Form. **All student entries must be submitted directly to the Contest Chair in digital(PDF) formats.**

Note: Participation in the Marketing Plan Challenge Contest or Sports, Entertainment and Fashion Marketing Contest can be used as a Specialized Business Certification or Experiential Learning Component in the completion of the SHSM program.

RATIONALE

The field of Marketing plays a vital role in our everyday lives. The diverse fields of sports, entertainment, and fashion play a highly-significant role in today's economy. The Marketing Plan Challenge Contest focuses on the 4Ps of Marketing. The Sports, Entertainment, and Fashion Marketing Contest provides students with an understanding of marketing *promotion* and how to apply promotion to those fields.

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. USP (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.

EVALUATION RUBRIC OF THE MARKETING CHALLENGE CONTEST

Criteria	Below Level 1 (<50%)	Level 1 (50-59%)	Level 2 (60-69%)	Level 3 (70-79%)	Level 4 (80-100%)
PART 1 - GETTING STARTED					
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
PART 2 - THE CONSUMER					
Consumer profile/ consumer demand analysis	Incomplete and lack detail	Need improvement	Sufficiently identified	Effectively described	Superbly detailed
PART 3 - COMPETITIVE MARKET					
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
PART 4 - MARKET RESEARCH					
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
PART 5 - THE MARKETING PROGRAM					
Product development	Benefit analysis is not started	Benefit analysis is emerging	Benefit analysis is adequate	Benefit analysis is credible	Benefit analysis is exemplary
PART 6 - POSITIONING & BRANDING					
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

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.

EVALUATION RUBRIC OF THE MARKETING CHALLENGE CONTEST (CONTINUED)

Criteria	Below Level 1 (<50%)	Level 1 (50-59%)	Level 2 (60-69%)	Level 3 (70-79%)	Level 4 (80-100%)
PART 7 – PRICING					
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.
PART 8 – PLACE					
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.
PART 9 – PROMOTION					
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.
PART 10 – FUTURE PLANS					
	Other considerations need work.	Other considerations are emerging.	Other considerations are adequate.	Other considerations are effective.	Other considerations are magnificent.

INSTRUCTIONS FOR PROMOTIONAL PLAN FOR SPORTS, ENTERTAINMENT, AND FASHION MARKETING CONTEST

Your objective is to create a Promotional Plan for either one sports, or one entertainment, or one fashion business. Select only one field. Do not select a business that is currently in operation. Once you have decided on a field (either sports, or entertainment, or fashion), then create an appropriate and catchy name for your business. Your Promotional Plan will be evaluated using the Evaluation Rubric on the next two pages. Your Promotional Plan must include:

1. A one-page (maximum) “Executive Summary” that provides a brief outline of your business. Include your business’s name, location, buildings/facilities, trade suppliers (if any), and your staffing requirements.
2. A brief “Mission Statement” that states your business’s purpose and the products and or services

it will offer.

3. A detailed “Promotional Plan” that outlines how to promote your business. Any combination of the four components of promotion may be applied; namely—advertising, sales promotion, personal selling, and public relations/publicity.
4. The following sections must be included in your Promotional Plan:
 - a. Statement of Promotional Objectives.
 - b. Theme.
 - c. Specific Activities and Timelines (for when these promotions should occur).
 - d. Type of Media to be Used.
 - e. Staffing Responsibilities Related to Promotion.
 - f. Spending Budget.
 - g. Evaluation and Follow-Up of Promotion.
5. “Appendices” that provide additional information such as: your store’s layout diagram, a staffing/organizational chart, and a list of jobs and their descriptions for key promotional positions in your business.

CRITERIA	LEVEL 1 (50-59%) (Unsatisfactory)	LEVEL 2 (60-69%) (Partially Competent)	LEVEL 3 (70-79%) (Proficient)	LEVEL 4 (80-100%) (Exemplary)
EXECUTIVE SUMMARY				
Outline includes your business’s name, location, buildings/facilities, trade suppliers (if any), and your staffing requirements.	Incomplete and needs improvement.	Adequate.	Complete and informative.	Complete, informative and stated clearly.
MISSION STATEMENT				
Mission Statement that states your business’s purpose and the products and or services it will offer.	Incomplete and needs improvement.	Adequate.	Complete and succinct.	Complete and succinct and stated well.
PROMOTIONAL PLAN				
A detailed Promotional Plan that outlines how to promote your business. Any combination of the four components of promotion may be applied; namely—advertising, sales promotion, personal selling, and public relations/ publicity.	Missing all four components of promotion. Incomplete and lacks detail.	Used some components of promotion. Partially incomplete. Lacks detail.	Complete and states components of promotion. Details are sufficient.	Complete and states components of promotion clearly. Details are superbly provided.
REQUIRED SECTIONS MUST BE INCLUDED IN YOUR PROMOTIONAL PLAN				
a. Statement of promotional objectives.	Incomplete.	Adequate.	Stated promotional objectives well.	Concisely stated.
b. Theme.	Lacks focus.	Identified theme.	Stated theme well.	Well-identified
c. Specific activities and timelines for when these promotions should occur.	Lacks focus. Incomplete.	Satisfactory.	Identified all activities and provided appropriate timelines.	Logically identified all activities and provided appropriate timelines.
d. Type of media to be used.	Needs improvement.	Adequate.	Appropriate.	Identified types of media to be used very well.
e. Staffing responsibilities related to promotion.	Incomplete.	Adequate.	Effective.	Concisely described all staffing responsibilities very well.
f. Spending budget.	Incomplete.	Adequate.	Complete and informative.	Spending budget was complete, informative, and logical.
g. Evaluation and follow-up.	Incomplete.	Adequate.	Complete and informative.	Evaluation and follow- up are complete, informative, and well written.
APPENDICES				
Appendices that provide additional information such as: your store’s layout	Incomplete.	Adequate.	Store’s layout, staffing/ organizational chart and a	Store’s layout, staffing/ organizational chart and a list of

diagram, a staffing/ organizational chart, and a list of jobs and their descriptions for key promotional positions in your business	Lacks focus.		list of jobs and their descriptions are complete and well-planned.	jobs and their descriptions are complete, well-planned, and exemplary.
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OVERALL IMPRESSION OF PROMOTIONAL PLAN

Report Format (Title Page, Table of Contents page, and all pages are enumerated).	Needs improvement.	Adequate.	Report Format was followed.	Report Format was well followed.
Appropriate font and font size.	Inappropriate font and font size.	Adequate.	Appropriate font and font size.	Appropriate font and font size was used.
Spelling, grammar, punctuation, capitalization, and sentence structure.	Text has more than five errors.	Text has four errors.	Few errors.	No errors.
Logical order of ideas.	Order of ideas is disorganized.	Order of ideas is partially unorganized, inaccurate, or difficult to follow.	Order is organized and accurate.	Highly organized, accurate, and logical.
Creativity of Promotional Plan.	Lacks creativity.	Some evidence of creativity shown.	Evidence of creativity demonstrated.	Evidence of creativity is exemplary.
Creativity of Promotional Plan.	Lacks creativity.	Some evidence of creativity shown.	Evidence of creativity demonstrated.	Evidence of creativity is exemplary.

OBEA CONTEST IDENTIFICATION FORM 2019-2020

Each Contest entry must include this completed, typed Identification Form, one per student, to be eligible. The form is completed using Adobe Reader or Acrobat. Click the yellow 'Print This Form' button after completing the information required. Saving a filled form is possible only when using Acrobat, or Reader 9 or later. To be eligible, please ensure that:

- Your entry is received on time, following the instructions for the Contest you are entering.
- All information on this form is required and it must be typed for submission. Form is signed.
- For ongoing contests, a *maximum of 5 entries per Contest per school, unless otherwise indicated.*
- Accounting students are not required to submit this form unless requested by the contest chair.

CONTEST INFORMATION	
Select a Contest: Choose an item.	
For Website Contests: URL	
STUDENT INFORMATION	
Name	
Home Address	
City	Postal Code
Email	Home Phone
TEACHER AND SCHOOL INFORMATION	
Course Title	Course Code
Teacher Name	
Full School Name	
Full School Address	
City	Postal Code
Email	Pbone
OBEA Membership Number (if applicable)	
Name of School Board	
OBEA SPONSOR INFORMATION <small>Sponsor must be a current OBEA Member. Leave blank if the Teacher and Sponsor is the same person.</small>	
Sponsor Name	
Email	Phone
OBEA Membership Number	

RELEASE PERMISSION

This signature grants OBEA permission to publicly display the Contest entry and winner's name. Contest entries become the property of OBEA.

Signature of Student (18 or over)

Signature of Parent/Guardian (if student is under 18)
