



! IMPORTANT GUIDELINES NOTICE

Please note: The winning written projects from this event are based on the **previous year's competition guidelines**.

While these sample projects serve as valuable references for understanding competition format and expectations, the guidelines have been updated for the current competitive year. The previous 10-page written entry is now a 20-slide pitch deck.

For 2025-2026, all participants must refer to and follow the guidelines in the DECA Guide when preparing their competitive event projects. Using outdated guidelines may result in disqualification or penalty points being deducted.

Integrated Marketing Campaign - Product

C A M P A I G N PROPOSAL



RING IN THE HOLIDAYS

PREPARED BY

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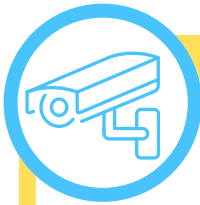


IMCP
4/26/25

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I. EXECUTIVE SUMMARY



DESCRIPTION OF PRODUCT

This holiday season, over 2 billion packages are on the move, and 88% of Americans fear they'll be stolen. Ring eliminates that fear. With smart doorbells, cameras, and alarm systems, Ring protects it all. The "Ring in the Holidays" campaign converts anxiety into action, driving sales and awareness while fueling long-term growth and reinforcing Ring's edge in a competitive market, not just for the holidays but for every day after.

CAMPAIGN OBJECTIVES

1

Increase Ring's volume market share by 2% and enhance brand authority

2

Achieve a 20% increase in Ring's sales volume over 2024 December/January benchmark

3

Raise Ring's product awareness beyond doorbells by 30%



TARGET MARKET

PRIMARY

- First time homeowners
- Sub/urban property residents
- First-time security buyers
- Drove by safety and affordability
- Values remote monitoring

SECONDARY

- Homeowners with valuable items
- Suburban property residents
- Seeks to protect loved ones
- Seeks smart home compatibility
- Interested in advanced security

TERTIARY

- Business-owners
- B&M or home-based
- Cost-conscious owners
- Values asset protection
- Prefers integrated security

CAMPAIGN ACTIVITIES AND SCHEDULE



RingLights — 11/29 - 1/12

Festive, SEO-driven microsite boosting engagement and holiday traffic



Social Media — 11/29 - 1/12

Targeted TikTok, LinkedIn, and YouTube activations driving holiday conversions



Promotion and Outreach — 11/29 - 12/30

Festive POP displays, catalogs, and Ring Gift Fest promotion drive holiday sales



12 Days of Ringmas — 12/13 - 12/25

Interactive emails delivering daily exclusive offers to drive sales and product awareness



Ring Rewind — 12/26 - 1/12

Year-in-review experience boosting loyalty and sparking social engagement



Ring Resolutions — 12/30 - 1/12

Social media challenge encouraging users to share home security goals ahead of New Year



BUDGET

RingLights	\$212,500	Gross Profit
Social Media	\$906,900	\$7,814,554
Direct Media	\$419,200	Expenses
Ring Resolutions	\$25,000	\$1,829,412
Agency Fee (12%)	\$187,632	ROI
Contingency Fund (5%)	\$78,180	327.16%



KEY METRICS

OBJECTIVE 1

- Market Share
- Brand Usage Rate
- Net Brand Sentiment
- Brand Equity
- Net Promoter Score

OBJECTIVE 2

- Bundles sold
- Net Promoter Score
- ROI
- Avg. Order Value
- Cart Abandonment Rate

OBJECTIVE 3

- Product Awareness Rate
- Search Volume
- Pages-per-Visit
- Bounce Rate

II. DESCRIPTION OF PRODUCT

Ring is a home security business that delivers a full suite of easy-to-use home security products and bundles. From its founding in 2013 by Jamie Siminoff and its fateful appearance on Shark Tank, Ring has revolutionized the market with its video doorbell. Amazon bought Ring for over \$1 billion in 2018, attesting to the company's dominance. Since then, Ring has continued to grow and innovate as a business, reimagining and redefining the scope of the home security market.

Ring's current product lineup includes a variety of home security offerings spanning from the classic Ring Doorbell to smoke and carbon monoxide alarms. Users can either take a quiz on the website and get a personalized product bundle or purchase individual products. Ring Home, a subscription service included with most devices, provides video storage and live view. The "Ring in the Holidays" campaign will focus on marketing Ring's core products like the Video Doorbell, Spotlight Cam, Stick Up Cam, Pan-Tilt Indoor Cam, and Alarm Security Kit, positioning them as the fundamental items for modern holiday safety and protection, reinforcing Ring's commitment to peace of mind and safety for everyone, everything, everywhere.



The **Ring Doorbell (\$59.99)** provides live video, two-way talk, and motion alerts for front-door security.



The **Ring Spotlight Cam (\$109.99)** combines motion-activated spotlights and video recording for outdoor protection.



The **Ring Stick Up Cam (\$54.99)** is a wireless camera for flexible indoor/outdoor surveillance.



The **Ring Pan-Tilt Indoor Cam (\$129.99)** provides 360° video coverage with motion alerts and live view.



The **Ring Alarm Security Kit (\$149.99)** provides custom security, siren, and emergency features.

The home security landscape has seen increased competition, with companies such as SkyBell, SimpliSafe, Vivint, and ADT expanding their presence. Video doorbells are one of the fastest-growing smart home device segments through 2027, and as many as 13 million U.S. households are considering security systems in 2025, with heightened demand around the holiday season. Ring offers unmatched tech and Prime-integrated delivery, advantages competitors can't match. Although Ring has been a pioneer, this influx of new entrants threatens its market share. Our "Ring in the Holidays" campaign counters these pressures by emphasizing Ring's user-first design against competitors and positioning Ring as the go-to security solution for year-round peace of mind.

Political Concerns

- Data privacy laws and concerns (e.g., GDPR, CCPA)
- Recent \$5.6 million Ring class action
- Federal Trade Commission complaints toward Ring

Economic Insights

- Different smart home companies dominating the market
- Consumer spending rising during the holiday season
- Recent rise in consumer purchasing power

PEST

Social Environment

- Increasing interest in smart home technology
- Rising public concern about safety and security
- High consumer interest in security systems in high-crime areas

Technological Advances

- Rise of AI and machine learning impacting smart home technology
- High demand for easy-integration smart tech
- Rapidly growing Internet of Things market

III. CAMPAIGN OBJECTIVES

1

Increase Ring's volume market share by 2% and enhance brand authority

2

Achieve a 20% increase in Ring's holiday sales volume over 2024 December/January benchmark

3

Raise the overall awareness of Ring's product options beyond doorbells by 30%

Ring currently holds approximately 28% of the volume market share, just behind ADT, the market leader at 29%. A 2% volume share gain is achievable and would make Ring the clear leader in the year's most competitive season. The 20% boost in sales volume leverages increased shopping momentum and seasonal trends, while also surpassing Q4 growth benchmarks, to increase Ring's total units sold. Moreover, the 30% awareness goal targets narrowing a critical perception gap: many consumers associate Ring with doorbells only. These three objectives were selected to drive both short-term revenue (holiday sales) and long-term brand equity (ecosystem awareness, market share gains), aligning with Ring's broader strategy of market expansion and platform integration.

IV. TARGET MARKET

	Primary	Secondary	Tertiary
Demo-graphics	- First-time homeowners - No children - Ages 25 - 35 - Middle class	- Married homeowners - With children - Ages 35-45 - Upper-middle class	- Small business owners - Brick and mortar - Home-based - Middle and upper-middle class
Geo-graphics	- Urban/suburban dwellers - High-property crime areas - Renters transitioning to homeowners	- Suburban/urban dwellers - Mid to high-income areas - Low to moderate crime areas	- Urban/Suburban commercial areas - Mixed residential and commercial zoning - High-property crime areas
Psycho-graphics	- Tech-savvy - Active on social media - Prioritizes convenience - Motivated by affordability - Feels vulnerable in new neighborhood	- Seeks safety for children - Values reliable security solutions - Family-focused - Values enhanced safety features	- Focuses on asset protection and legal liability - Prioritizes brand image and customer safety - Values cost-effective solutions

LOCALIZATION STRATEGY

To strengthen targeting and increase message relevance, this campaign uses a localized strategy within the United States. This means messaging will shift based on regional behavior. We'll spotlight package theft in urban, high-crime areas, highlight travel safety in warmer regions with higher vacation rates, and focus on family-centered security in suburban neighborhoods. All creative is geotargeted accordingly to align with consumer needs and drive conversions across varied audiences to drive achievement toward our campaign objectives.