DECA

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 Using outdated guidelines may result in disqualification or penalty points being deducted.

IMPACT AGENCY

THE PARALLEL PATH

4/28/25

Archini Koushik

ARCHINI KOUSHIK
VP OF MARKETING

Integrated Marketing Campaign - Service (IMCS)
North Creek High School
3613 191st Pl SE Bothell, WA 98012

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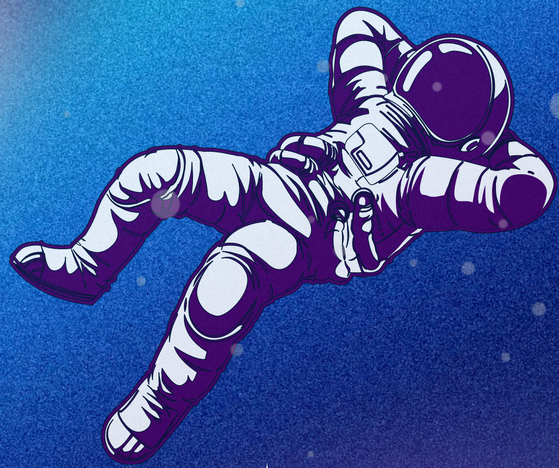
multiverse
IMPACT AGENCY



SUMMER 2026

PARALLEL *PATH*

I. Executive Summary

DESCRIPTION

Multiverse is a **leading apprenticeship program** that partners with premier companies (Microsoft, Citibank, KPMG, etc.) to offer debt-free career opportunities to emerging talent. Rather than traditional degrees, Multiverse provides intensive training alongside paid work experience through their program. They offer apprenticeships in high-demand tracks like Software Engineering, Data Analytics, and Digital Marketing.

✦ CAMPAIGN MISSION ✦

Through the "Parallel Path" campaign, Impact Agency addresses the **psychological barriers** preventing students from embracing apprenticeships. From repositioning apprentices as prestigious **Astros** to hosting creative and future-oriented events (VR booths, reverse career fairs), this campaign paints Multiverse as a strong "parallel path" to professional success. Ultimately, Impact Agency aims to spark a movement to **rethink traditional post-secondary education**, support students in accelerating their careers, and propel economic success.

TARGET MARKET

- CORE MARKET: Academically strong, tech-oriented rising high school seniors
- INFLUENCE MARKET: High school counselors, career technical student organizations (CTSOs), parents of core market
- ECOSYSTEM PARTNERS: Tech companies, college partners

CAMPAIGN

Strategies: Progressive Engagement, Ecosystem Activation, Psychological Repositioning, Push-Pull Strategies
Time Frame: May 24 - July 4 2026 (42 days)

- “The Choice is Yours” Teaser Campaign
- #ParallelPath Promotional Campaign
- Astro LinkedIn Badges
- The Parallel Paths Digital Experience
- American School Counselor Association Partnership
- Future Labs (pop-up experiences)
- CTSO Conferences
- Micro-Fellowships
- University Partnerships
- Astro Conferences
- Application Support

THE PARALLEL PATH

OBJECTIVES

- **A** — INCREASE APPLICATIONS BY 20%
- **S** — INCREASE SOCIAL MEDIA ENGAGEMENT BY 20%
- **T** — INCREASE TRUST
- **R** — INCREASE REVENUE POTENTIAL
- **O** — INCREASE OUTREACH SUCCESS

BUDGET

$7.69M	$12.31M	160%
Total Budget	Net Profit	ROI

KEY METRICS

- **Applications** (# of Applications)
- **Social Media Engagement:** Likes, comments, shares, CTR, follower growth, social media referral traffic
- **Trust/Comfort:** Net Promoter Score, CSAT (Customer Satisfaction Score)
- **Revenue Potential:** B2B CSAT
- **Outreach Success:** Respective target market sizes

II. Description of Service

PROBLEM

College education is expensive, often costing over $100,000 for a bachelor's degree, and takes four years to complete in a world that's rapidly evolving. In the time it takes to earn a traditional degree, entire industries can transform. For instance, within 2-3 years— less than the time required to obtain a bachelor's degree— AI technology has revolutionized numerous fields, making traditional curricula obsolete before graduation. The best way to stay prepared for this challenging landscape is to **learn as you go**, without being straddled with debt.

SOLUTION

Multiverse offers a fundamentally different approach. Unlike traditional online learning platforms or bootcamps, Multiverse provides direct pathways into leading companies through **apprenticeships**. Working with partners like Microsoft, Citibank, KPMG, and Unilever, Multiverse apprentices don't just learn— they build real-world experience and professional connections equivalent to a college degree, all while earning competitive salaries from day one.

Multiverse Partners

How It Works

1. Application Process
2. Three month remote boot camp with peers in chosen track
   - Software Engineering
   - Data Analytics
   - Digital Marketing
   - Project Management
   - Sales Operations
   - IT Solutions
3. Curriculum designed with partner company skill-gaps
4. One-two year, 80/20 work/study apprenticeship
5. Apprentices receive 1:1 coaching for development

The Power of Multiverse

94%
Job placement rate post-apprenticeship

50%
Decrease in idle time on job

16,000
Apprentices and Alumni

PRICING MODEL

Multiverse's pricing model operates through partnerships with employers, who fund Multiverse for:

1. **Developing tailored curriculum to meet company needs**
2. **Training apprentices through curriculum**

This model allows apprentices to begin their careers debt-free while earning a competitive salary from day one. For employers, it provides a strategy to build a skilled workforce tailored to the company's needs.

What this means: While campaign efforts are end-user-facing, Impact Agency must also engage B2B partners in promotion to secure revenue potential.

Company Analysis

Bolded: Priorities to address for this campaign

STRENGTHS

- Strong employer partnerships
- No cost to apprentices
- High customer satisfaction and ratings
- Accessible remotely

WEAKNESSES

- **Confusing "apprenticeship" positioning**
- **Primary focus on employee upskilling**
- Limited tracks (primarily tech-focused)
- Limited public awareness
- **Near-tripling of losses in Mar 2022**

OPPORTUNITIES

- Growing skills gap in tech industry
- Student debt crisis
- Increasing demand for alternative education

THREATS

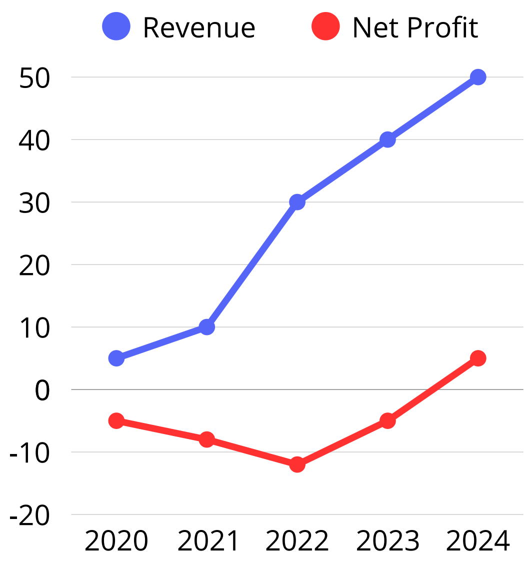
- **Competing with traditional college preference**
- **Perceived risk by stakeholders**
- **New concept in US markets**

III. Campaign Objectives

PRIORITIES

Previous expansive US campaigns led to **significant financial losses** for Multiverse. After strategically stepping back from US promotion, the company has returned to profitability. Now, with growing skills gaps and mounting student debt concerns, timing is optimal for a strategic reentry into the US market as a viable post-secondary option.
The term "apprentice" carries trade-skill associations in the US market that don't align with Multiverse's tech-focused opportunities. Impact Agency proposes rebranding these positions as "fellowships" with participants called **"Astros"** or "fellows"— terminology that aligns with Multiverse's futuristic brand identity. This rebrand extends to the campaign objectives framework (ASTRO), creating cohesive messaging across all touchpoints.

Multiverse Revenue & Net Profit (in million USD)



A

INCREASE APPLICATIONS BY 20%

Rebuilding US market presence is crucial after previous losses. More applications create a larger talent pool, making the program more valuable to partners.

S

INCREASE SOCIAL MEDIA ENGAGEMENT BY 20%

Our markets rely heavily on social proof when making major decisions. Higher engagement helps normalize choosing an alternative to traditional college.

T

INCREASE TRUST

Impact Agency needs to overcome the belief that college is the only path to success. The campaign aims to ensure people feel comfortable with choosing Multiverse as a "parallel path".

R

INCREASE REVENUE POTENTIAL

Since revenue comes from B2B partners, Impact Agency will measure revenue potential based on relationships and contracts with partners. Strong revenue through employer partnerships ensures program sustainability.

O

INCREASE OUTREACH SUCCESS

Success requires building a complete ecosystem of support from students, counselors, parents, and employers. Impact Agency will measure growth in respective market bases.