



INTEGRATED MARKETING CAMPAIGN EVENTS

Integrated Marketing Campaign—Event **IMCE**
Sponsored by Adobe

Integrated Marketing Campaign—Product **IMCP**
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Integrated Marketing Campaign—Service **IMCS**
Sponsored by Adobe

The **Integrated Marketing Campaign Events** provide an opportunity for the participants to demonstrate promotional knowledge and skills needed by marketing personnel.

Participants in the Integrated Marketing Campaign Events will:

- assume the role of account manager(s) at a marketing agency
- develop an integrated marketing campaign of no more than 45 days in length for a real event, product, or service
- present the campaign in a role-play situation to a prospective client

The guidelines for each of the Integrated Marketing Campaign Events are consolidated to facilitate coordination of participant activities in each of the campaign categories. This means the guidelines will be exactly the same for each campaign category. However, each campaign category will be treated separately as a competitive event.

CAREER CLUSTERS + DEFINITIONS

The following definitions are used to determine the category of campaign.

MARKETING

Integrated Marketing Campaign—Event includes a campaign that is related to any sports and entertainment event and/or company event. Examples include concerts, festivals, fairs, tournaments, pet adoption day, charity events, etc.

Integrated Marketing Campaign—Product includes a campaign that is related to any hard/soft line retail products including e-commerce. Examples include apparel and accessories, retail products, etc.

Integrated Marketing Campaign—Service includes a campaign that is related to any service or intangible product. Examples may include pet services, golf lessons, health care services, salons, restaurants, amusement parks, etc.

EVENT OVERVIEW

- This event consists of the **pitch deck**, the **cluster exam** and the **oral presentation**. The maximum score for the presentation evaluation is 100 points. The presentation evaluation score will be weighted twice (2 times) the value of the exam score. The exam score carries forward into the final round of competition.
- Each event entry will be composed of **one to three members** of the DECA chapter. All participants must present the campaign to the judge. All participants must respond to questions.
- Each participant will be given a 100-question, multiple-choice, **cluster exam** testing knowledge of the Business Administration Core performance indicators and the Marketing Cluster performance indicators. In the case of team entries, the scores of each participant will be averaged to produce a single team score.
- The pitch deck must be limited to **20 slides**, including the appendix (if an appendix is attached).
- The **Prepared Event Statement of Assurances and Academic Integrity** must be signed and submitted as a separate document with the entry. Do not include it in the page numbering.
- The oral presentation may be a maximum of **15 minutes** in length, including time for judge's questions.
- For the presentation, the participants are to assume the role of account manager(s) at a marketing agency. The judge will assume the role of a prospective client and will evaluate the presentation, focusing on the content and effectiveness of the presentation technique.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop Career Competencies, in the following categories, desired by today's employers:

- **Critical Thinking**
Thinks critically to understand and solve problems.
- **Communication**
Communicates clearly, effectively, and with reason.
- **Decision Making**
Considers the impacts of decisions.
- **Collaboration**
Participates and advocates in groups of all sizes to achieve common goals.
- **Innovation**
Demonstrates a creative and innovative mindset.
- **Technology**
Ethically leverages technologies to enhance efficiencies, complete tasks, and accomplish goals.

PITCH DECK GUIDELINES

The pitch deck must follow these specifications. Refer also to the Penalty Point Checklist and the Presentation Evaluation Form.

PREPARED EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY. This must be signed and submitted as a separate document with the entry. Do **not** include it in the page numbering.

COVER SLIDE. The first slide of the pitch deck is the cover slide. The first slide does not need to be numbered “1” but all following slides are numbered in sequence.

TITLE SLIDE. It should be numbered “2,” and it must include in any order, but is not limited to, the following:

NAME OF THE EVENT (one of the following):

- INTEGRATED MARKETING CAMPAIGN-EVENT
- INTEGRATED MARKETING CAMPAIGN-PRODUCT
- INTEGRATED MARKETING CAMPAIGN-SERVICE

Name of high school

School address

City, State/Province, ZIP/Postal Code

Names of participants

Date

TABLE OF CONTENTS. The table of contents should follow the title slide. The table of contents may be single-spaced and must only be one slide. It should be numbered “3.”

BODY OF THE PITCH DECK. The body of the pitch deck begins with Section I, Overview, and continues in the sequence outlined here. The first slide of the body is numbered “4” and all following slides are numbered in sequence. Slide numbers continue through the bibliography (required) and the appendix (optional).

This outline must be followed. Points for each section are included on the Presentation Evaluation Form. Each section must be titled, including the bibliography and the appendix.

I. OVERVIEW

One-slide description of the campaign, including the business opportunity the campaign is addressing

II. DESCRIPTION OF THE EVENT, PRODUCT OR SERVICE AND ITS COMPANY

III. CAMPAIGN OBJECTIVES

IV. CAMPAIGN TARGET MARKET

V. RESEARCH, INSIGHTS, CONNECTION TO THE CAMPAIGN

Research on the influences (e.g. cultural, social, economic, technological) and media consumption patterns that shape audience behavior; include how the findings inform the campaign strategy, activities and schedule.

VI. CAMPAIGN STRATEGY, ACTIVITIES AND SCHEDULE

Campaign activities of no more than 45 days in length with timelines and channels; include creative samples of marketing collateral suggested.

VII. PROPOSED BUDGET

Detailed projections of campaign costs including key expenses and financial viability

VIII. IMPACT AND MEASUREMENT

Key performance indicators that will be used to measure the success of the campaign

IX. BIBLIOGRAPHY

A bibliography is required. Include a list of the sources of information used in the pitch deck.

X. APPENDIX

An appendix is optional. If additional material is appended, all slides must be numbered as noted previously. Include in an appendix any exhibits appropriate to the pitch deck, but not important enough to include in the body.



1-3 PARTICIPANTS



MARKETING
CLUSTER EXAM



20 SLIDE
PITCH DECK



PRESENT CAMPAIGN



15 MINUTES
INTERVIEW TIME

PENALTY POINT CHECKLIST

In addition to the Pitch Deck Guidelines, participants must observe all of the standards on the Penalty Point Checklist on page 60. These standards are designed to make competition as fair as possible.

PRESENTATION GUIDELINES

- The participants are to assume the role of account managers at a marketing agency. The judge is to assume the role of a client who is assessing campaign proposals.
- The participants will present to the judge in a 15-minute presentation worth 100 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
- Each participant may bring a copy of the pitch deck or note cards pertaining to the pitch deck and use as reference during the presentation.
- If time remains, the judge may ask questions pertaining to the campaign.
- Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

The participants are to assume the role of account managers at a marketing agency. You are to assume the role of a client who is assessing campaign proposals.

Participants will make a 15-minute presentation to you. You may refer to the pitch deck, or to notes, during the presentation.

At the beginning of the presentation (after introductions), the participants will present the proposal. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.

If time remains, you may ask questions that seem appropriate, based on your notes or on the pitch deck itself (to which you may refer during the presentation).

At the conclusion of the presentation, thank the participants. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points.



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PRESENTATION EVALUATION FORM

PRESENTATION CONTENT	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
1. Knowledge of Industry/Brand Clear, thorough understanding of the industry, the organization, product or service, and its position within its industry.	0-1	2-3	4	5	
2. Business Opportunity Explains the business opportunity, goals and objectives, and the target market.	0-1	2-3	4	5	
3. Research, Insights and Connection to Campaign Explains the research method, results, and how the findings inform the next steps.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	
4. Campaign Strategy Proposes feasible ideas and solutions based on data and analysis that effectively solves the business opportunity using creativity and innovative ideas/concepts.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	
5. Campaign Activities and Schedule Outlines actionable strategic activities with realistic timelines, and aligns target market(s), channels and activities.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	
6. Proposed Budget Justifies campaign costs, identifies key expenses, and addresses financial viability.	0-1-2-3	4-5-6	7-8-9	10	
7. Impact and Measurement Proposes relevant metrics/key indicators to capture and measure the results and effectiveness of the campaign.	0-1-2-3	4-5-6	7-8-9	10	

PRESENTATION TECHNIQUE	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
8. Organization Information is presented in a logical sequence that can be easily followed and understood.	0-1	2-3	4	5	
9. Effectiveness Presentation effectively persuades, informs, or inspires by communicating a clear message.	0-1	2-3	4	5	
10. Delivery Presentation engages the audience through interactive techniques (e.g., visual storytelling, etc.).	0-1	2-3	4	5	
11. Presentation Design Visual aids and themes are used throughout and are appropriate, professional, and add value to the presentation.	0-1	2-3	4	5	
12. Overall Impression Demonstrates overall career readiness through professionalism, poise and confidence.	0-1	2-3	4	5	

TOTAL POINTS (100)	
LESS PENALTY POINTS	
TOTAL SCORE	