DECA

DECA'S NEW INTEGRATED MARKETING CAMPAIGN EVENTS
INTEGRATED MARKETING CAMPAIGN

Combines the medium and multiple stages in a promotional campaign to ensure that the marketing message is consistently received by the greatest possible number of people in the target market.

—Savy Agency
INTEGRATED MARKETING CAMPAIGN EVENTS

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:
• 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
INTEGRATED MARKETING CAMPAIGN EVENTS

- Integrated Marketing Campaign—Event
- Integrated Marketing Campaign—Product
- Integrated Marketing Campaign—Service
### CATEGORY EXAMPLES

<table>
<thead>
<tr>
<th>EVENT</th>
<th>PRODUCT</th>
<th>SERVICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any sports and entertainment event, and/or company event</td>
<td>Any hard/soft line retail products including e-commerce</td>
<td>Any service/intangible product</td>
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<tr>
<td>• Pet adoption day</td>
<td>• Pet retail products such as toys, food</td>
<td>• Pet services such as grooming, training, hotel</td>
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<td>• Golf tournament</td>
<td>• Golf Pro Shop</td>
<td>• Golf lessons</td>
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<td>• Concerts/festival/fairs</td>
<td>• Apparel and Accessories</td>
<td>• Health care services, such as dentists, clinics</td>
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<td>• Games/Plays</td>
<td></td>
<td>• Salons</td>
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<tr>
<td>• DECA (or other organization) membership drives, charity events</td>
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<td>• Restaurants</td>
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WRITTEN ENTRY

• EXECUTIVE SUMMARY
  One-page description of the campaign which should be no more than 45 days in length

• DESCRIPTION OF THE PRODUCT, SERVICE OR EVENT

• CAMPAIGN OBJECTIVES

• CAMPAIGN TARGET MARKET

• CAMPAIGN ACTIVITIES AND SCHEDULE
  Include creative samples of marketing pieces suggested

• BUDGET
  Detailed projections of actual cost

• KEY METRICS

• BIBLIOGRAPHY
  A bibliography is required. Include a list of the sources of information used in the written document.

• APPENDIX
  An appendix is optional. Include in an appendix any exhibits appropriate to the written entry but not important enough to include in the body.
<table>
<thead>
<tr>
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<th>RUBRIC</th>
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<tbody>
<tr>
<td>1.</td>
<td>Executive Summary: One-page description provides a clear overview of the campaign</td>
<td>10</td>
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<tr>
<td>2.</td>
<td>The description of the product, service or event and business is clearly defined</td>
<td>6</td>
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<tr>
<td>3.</td>
<td>Objectives are defined and referenced throughout the campaign</td>
<td>8</td>
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<tr>
<td>4.</td>
<td>The target market is clearly analyzed</td>
<td>6</td>
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<tr>
<td>5.</td>
<td>The campaign activities are realistic, show evidence of marketing knowledge, and are research based</td>
<td>12</td>
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<td>6.</td>
<td>Unifying theme is evident in all campaign activities</td>
<td>6</td>
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<td>7.</td>
<td>Provides high-quality appropriate and creative samples of major marketing pieces suggested</td>
<td>10</td>
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<td>8.</td>
<td>Campaign schedule is cohesive and plan is no more than 45 days long</td>
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<td>9.</td>
<td>The budget is realistic for the campaign and all costs that would be incurred have been considered</td>
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<tr>
<td>10.</td>
<td>Key metrics are well thought out and appropriate for the campaign</td>
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<tr>
<td>11.</td>
<td>The campaign shows evidence of creativity and originality</td>
<td>8</td>
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<td>12.</td>
<td>The written proposal is well-organized, professional, and presented in a logical manner</td>
<td>5</td>
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<td>13.</td>
<td>Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant</td>
<td>5</td>
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<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
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</table>
7 WAYS TO CREATE A SUCCESSFUL INTEGRATED MARKETING CAMPAIGN
HAVE A CLEAR UNDERSTANDING OF YOUR TARGET AUDIENCE.
STATEGICALLY PICK YOUR CHANNELS.
HAVE A CONSISTENT LOOK/BRAND.
CREATE CLEAR, CONSISTENT CONTENT THAT CAN BE EASILY ADAPTED OR REPURPOSED TO SUIT DIFFERENT MEDIA OR CHANNELS.
ENSURE THAT YOUR MESSAGING IS INTEGRATED.
MAKE SURE THAT YOUR MARKETING TEAMS/AGENCIES ARE WORKING IN SYNC.
DON’T FORGET TO TRACK YOUR CAMPAIGNS.
SO, WHAT’S THE DIFFERENCE?
- CUSTOMER DRIVEN
- MORE FOCUS ON DIGITAL THAN PRINT
- REPURPOSING CONTENT
- USER GENERATED CONTENT
- BRAND AMBASSADORS
- METRICS ARE A MUST (SEO, CLICKS, GOOGLE ANALYTICS)
- A HYBRID OF STRATEGY AND CREATIVITY
Universal's Volcano Bay Grand Opening Preview

30,469 views

Universal Orlando Resort
Published on May 24, 2017

universalorlando Swipe to see some of the best moments from the grand opening of our third theme park, VolcanoBay.
View all 153 comments
MAY 25, 2017

universalorlando Haters will say it's photoshopped.
#VolcanoBay
View all 202 comments
As a professional travel writer, galivanting around the world in search of picturesque beaches and mysterious volcanoes is kind of my thing. But can I let you in on a little secret? Sometimes I like to get that breezy South Pacific feeling without the
NOW OPEN: VOLCANO BAY, UNIVERSAL ORLANDO RESORT’S THIRD AMAZING THEME PARK

May 25, 2017

A revolutionary water theme park has risen at Universal Orlando Resort — Universal’s Volcano Bay is now open.

The park’s first guests gathered today inside the new water theme park to enjoy an elaborate Paciﬁc dedication ceremony commemorating the opening of Volcano Bay. The ceremony included special performances by an array of authentic Paciﬁc entertainment, ranging from renga drumming to a “suka” war dance. The event was capped off with an eruption from the mighty 200-foot-tall volcano — the park’s thrilling icon.

Volcano Bay is Universal Orlando’s third theme park, joining Universal Studios Florida and Universal’s Islands of Adventure. It is the destination’s new adventure attraction, offering a Paciﬁc island setting.

Punga: Another place to race at Universal

The Punga Racer, a new ﬂume ride at Volcano Bay, has technical issues only in the park’s opening day at Universal Orlando. We were told it was a sensor short issue. I had hoped to ride but was folded until after breakfast. The course runs the same track as the Twist. We have to have the able to choose the dry line.