

CMA 2009 Student Awards Entry MARKETING CAMPAIGN

Scoring Sheets

ENTRY NUMBER: 1110

JUDGE NUMBER: 1

Overall Objective: To develop an effective direct marketing campaign for
“Gaming Industry & the Elderly”

Judges: In order for us to provide feedback to the students, please make an effort to fill in the comment sections suggesting improvements if needed. When writing your comments, keep in mind that they will be forwarded to the students.

Scoring is weighted. Please see each section for point allotment. The total maximum score for a business case entry is 48 points.

1. Background Research and Analysis

How well did the students go beyond the information provided? What did they add and what were their insights about problems, opportunities and analyses of the seniors market in Canada. Did they summarize any additional learning about casinos and games of chance, trends/shifts, which contribute to this industry's growth?

Maximum score for this section: **4 points**

SCORE: 4

Comments: *[Handwritten signature]* ✓

2. Competitive Overview

Did the students outline the competitive landscape (key competitors, competitive issues) and advantages or weaknesses the gaming market may need to address? Have they highlighted 2 or 3 research findings that could influence their approach?

Maximum score for this section: **3 points**

SCORE: 3

Comments: ✓

3. Business Objectives

Have the students restated the company's overall business objectives? What are the quantified goals they are trying to achieve? Did they demonstrate their understanding of what they are trying to accomplish? What are their S.M.A.R.T.* goals? (* Specific, Measureable, Attainable, Realistic, Time Frame)

Maximum score for this section: **3 points**

SCORE: 2

Comments: market leader?

4. Target Audiences

Have the students identified their primary, secondary and other customer segments and their profiles, including demographic and psychographic characteristics?

Maximum score for this section: **3 points**

SCORE: 2

Comments: Psy.

5. Audience Objections

Have the students identified the reasons why past and potential new customers, their targeted audiences, may not be buying? What obstacles does their plan need to overcome?

Maximum score for this section: **2 points**

SCORE: 2

Comments: _____

6. Benefits

What are the products and features that attract customers to buy the gaming consoles?

Maximum score for this section: **4 points**

SCORE: 3

Comments: _____

7. Unique Selling Proposition

What is **unique** about this Live Action's products/service offering? What sets them apart from the competition? What's "in it" for the customer?

Maximum score for this section: **3 points**

SCORE: 1

Comments: _____

8. Marketing Strategy

Have they clearly described how Live Action will achieve its business objectives? Have they summarized the rationale which applies to their tactical plan? They should not list their detailed tactics here.

Maximum score for this section: **4 points**

SCORE: 4

Comments: _____

9. Communications Objectives

Have they identified the **single** most important thing they need to communicate to each of their targeted segments to get them to buy? What secondary messages, if any, are there?

Maximum score for this section: **3 points**

SCORE: 2

Comments: _____

10. Tactics and Implementation

Have they described their marketing campaign components, quantities and costs and explained how they relate to their targeted audiences? Did they include a 1-year tactical calendar to show when their marketing activities will occur? Is there seasonality? Have they shown how they will effectively reach their target audience(s)?

Maximum score for this section: **5 points**

SCORE: 3

Comments: _____

11. Offer

Have they indicated the offer(s) developed to increase their audiences' likelihood to respond? Offers must be considered as part of the overall budget so they should account for the cost of any incentives in the budget section.

Maximum score for this section: **3 points**

SCORE: 2

Comments: _____

12. Anticipated Results

Have they indicated the most important measurements of success required to meet their objectives and why? Are they realistic? Have they indicated the ROI by tactic?

Maximum score for this section: **3 points**

SCORE: 3

Comments: _____

13. Budget

Does their budget summary relate to the activities recommended in their plan? Have they provided their assumptions used in making their calculations?

Maximum score for this section: **3 points**

SCORE: 3

Comments: _____

14. Overall Presentation Effectiveness

These are the bonus points awarded based upon how clear, concise and realistic the entry is and how well it reads.

Maximum score for this section: **5 points**

SCORE: 3

Comments: _____

TOTAL SCORE: 37

CMA 2009 Student Awards Entry
MARKETING CAMPAIGN

Scoring Sheets

ENTRY NUMBER: M10

JUDGE NUMBER: 2

Overall Objective: To develop an effective direct marketing campaign for
"Gaming Industry & the Elderly"

Judges: In order for us to provide feedback to the students, please make an effort to fill in the comment sections suggesting improvements if needed. When writing your comments, keep in mind that they will be forwarded to the students.

Scoring is weighted. Please see each section for point allotment. The total maximum score for a business case entry is 48 points.

1. Background Research and Analysis

How well did the students go beyond the information provided? What did they add and what were their insights about problems, opportunities and analyses of the seniors market in Canada. Did they summarize any additional learning about casinos and games of chance, trends/shifts, which contribute to this industry's growth?

Maximum score for this section: **4 points** **SCORE: 4**

Comments: Very thorough

2. Competitive Overview

Did the students outline the competitive landscape (key competitors, competitive issues) and advantages or weaknesses the gaming market may need to address? Have they highlighted 2 or 3 research findings that could influence their approach?

Maximum score for this section: **3 points** **SCORE: 3**

Comments: well-covered, although there must be some "game" competition to consider

3. Business Objectives

Have the students restated the company's overall business objectives? What are the quantified goals they are trying to achieve? Did they demonstrate their understanding of what they are trying to accomplish? What are their S.M.A.R.T.* goals? (* Specific, Measureable, Attainable, Realistic, Time Frame)

Maximum score for this section: **3 points**

SCORE: 3

Comments:

good coverage, although a bit confusing the way it's presented

4. Target Audiences

Have the students identified their primary, secondary and other customer segments and their profiles, including demographic and psychographic characteristics?

Maximum score for this section: **3 points**

SCORE: 2

Comments:

Oh, you've included a lot of stats, but explain it in written prose.

5. Audience Objections

Have the students identified the reasons why past and potential new customers, their targeted audiences, may not be buying? What obstacles does their plan need to overcome?

Maximum score for this section: **2 points**

SCORE: 2

Comments:

6. Benefits

What are the products and features that attract customers to buy the gaming consoles?

Maximum score for this section: **4 points**

SCORE: 3

Comments:

7. Unique Selling Proposition

What is **unique** about this Live Action's products/service offering? What sets them apart from the competition? What's "in it" for the customer?

Maximum score for this section: **3 points**

SCORE: 1

Comments: Too much emphasis on new guns every month

8. Marketing Strategy

Have they clearly described how Live Action will achieve its business objectives? Have they summarized the rationale which applies to their tactical plan? They should not list their detailed tactics here.

Maximum score for this section: **4 points**

SCORE: 2

Comments: How will you be using the various vehicles and why?

9. Communications Objectives

Have they identified the **single** most important thing they need to communicate to each of their targeted segments to get them to buy? What secondary messages, if any, are there?

Maximum score for this section: **3 points**

SCORE: 1

Comments: again, don't talk about the new guns feature, what we need to sell them the whole first.

10. Tactics and Implementation

Have they described their marketing campaign components, quantities and costs and explained how they relate to their targeted audiences? Did they include a 1-year tactical calendar to show when their marketing activities will occur? Is there seasonality? Have they shown how they will effectively reach their target audience(s)?

Maximum score for this section: **5 points**

SCORE: 4

Comments: Excellent - everything but the timing.

11. Offer

Have they indicated the offer(s) developed to increase their audiences' likelihood to respond? Offers must be considered as part of the overall budget so they should account for the cost of any incentives in the budget section.

Maximum score for this section: **3 points**

SCORE: 3

Comments: Excellent detail

12. Anticipated Results

Have they indicated the most important measurements of success required to meet their objectives and why? Are they realistic? Have they indicated the ROI by tactic?

Maximum score for this section: **3 points**

SCORE: 2

Comments: _____

13. Budget

Does their budget summary relate to the activities recommended in their plan? Have they provided their assumptions used in making their calculations?

Maximum score for this section: **3 points**

SCORE: 2

Comments: _____

14. Overall Presentation Effectiveness

These are the bonus points awarded based upon how clear, concise and realistic the entry is and how well it reads.

Maximum score for this section: **5 points**

SCORE: 4

Comments: _____

TOTAL SCORE: 36

CMA 2009 Student Awards Entry
MARKETING CAMPAIGN

43

Scoring Sheets

ENTRY NUMBER: MIØ

JUDGE NUMBER: 3

Overall Objective: To develop an effective direct marketing campaign for
"Gaming Industry & the Elderly"

Judges: In order for us to provide feedback to the students, please make an effort to fill in the comment sections suggesting improvements if needed. When writing your comments, keep in mind that they will be forwarded to the students.

Scoring is weighted. Please see each section for point allotment. The total maximum score for a business case entry is 48 points.

1. Background Research and Analysis

How well did the students go beyond the information provided? What did they add and what were their insights about problems, opportunities and analyses of the seniors market in Canada. Did they summarize any additional learning about casinos and games of chance, trends/shifts, which contribute to this industry's growth?

Maximum score for this section: **4 points**

SCORE: 4

Comments: Need to list all sources for stats.

2. Competitive Overview

Did the students outline the competitive landscape (key competitors, competitive issues) and advantages or weaknesses the gaming market may need to address? Have they highlighted 2 or 3 research findings that could influence their approach?

Maximum score for this section: **3 points**

SCORE: 2.5

Comments: Thorough

65.

3. Business Objectives

Have the students restated the company's overall business objectives? What are the quantified goals they are trying to achieve? Did they demonstrate their understanding of what they are trying to accomplish? What are their S.M.A.R.T.* goals? (* Specific, Measureable, Attainable, Realistic, Time Frame)

Maximum score for this section: **3 points**

SCORE: 3

Comments: _____

4. Target Audiences

Have the students identified their primary, secondary and other customer segments and their profiles, including demographic and psychographic characteristics?

Maximum score for this section: **3 points**

SCORE: 3

Comments: _____

5. Audience Objections

Have the students identified the reasons why past and potential new customers, their targeted audiences, may not be buying? What obstacles does their plan need to overcome?

Maximum score for this section: **2 points**

SCORE: 2

Comments: _____

6. Benefits

What are the products and features that attract customers to buy the gaming consoles?

Maximum score for this section: **4 points**

SCORE: 3.5

Comments: _____

11.5

7. Unique Selling Proposition

What is **unique** about this Live Action's products/service offering? What sets them apart from the competition? What's "in it" for the customer?

Maximum score for this section: **3 points**

SCORE: 3

Comments: _____

8. Marketing Strategy

Have they clearly described how Live Action will achieve its business objectives? Have they summarized the rationale which applies to their tactical plan? They should not list their detailed tactics here.

Maximum score for this section: **4 points**

SCORE: 4

Comments: _____

9. Communications Objectives

Have they identified the **single** most important thing they need to communicate to each of their targeted segments to get them to buy? What secondary messages, if any, are there?

Maximum score for this section: **3 points**

SCORE: 2.5

Comments: Good content but should explain in 3rd person, sentence form.

10. Tactics and Implementation

Have they described their marketing campaign components, quantities and costs and explained how they relate to their targeted audiences? Did they include a 1-year tactical calendar to show when their marketing activities will occur? Is there seasonality? Have they shown how they will effectively reach their target audience(s)?

Maximum score for this section: **5 points**

SCORE: 4.5

Comments: Overall, great job. Not sure you can use Sears mailing list. And may want to focus on fewer tactics to keep in budget (some costs not realistic)

11. Offer

Have they indicated the offer(s) developed to increase their audiences' likelihood to respond? Offers must be considered as part of the overall budget so they should account for the cost of any incentives in the budget section.

Maximum score for this section: **3 points**

SCORE: 2.5

Comments: good offer ideas but some are TOO RICH (\$75)
Why not test the offer too?

12. Anticipated Results

Have they indicated the most important measurements of success required to meet their objectives and why? Are they realistic? Have they indicated the ROI by tactic?

Maximum score for this section: **3 points**

SCORE: 2.5

Comments: _____

13. Budget

Does their budget summary relate to the activities recommended in their plan? Have they provided their assumptions used in making their calculations?

Maximum score for this section: **3 points**

SCORE: 2.5

Comments: Some unrealistic \$'s but thorough for the
most part.

14. Overall Presentation Effectiveness

These are the bonus points awarded based upon how clear, concise and realistic the entry is and how well it reads.

Maximum score for this section: **5 points**

SCORE: 3.5

Comments: Great info; presented well. There was some
info that was better suited in Appendix (SWOT) - some target
audience info (media habits) //

TOTAL SCORE: 43

CMA 2009 Student Awards Entry
MARKETING CAMPAIGN

Scoring Sheets

ENTRY NUMBER: m10

JUDGE NUMBER: 4

Overall Objective: To develop an effective direct marketing campaign for
“Gaming Industry & the Elderly”

Judges: In order for us to provide feedback to the students, please make an effort to fill in the comment sections suggesting improvements if needed. When writing your comments, keep in mind that they will be forwarded to the students.

Scoring is weighted. Please see each section for point allotment. The total maximum score for a business case entry is 48 points.

1. Background Research and Analysis

How well did the students go beyond the information provided? What did they add and what were their insights about problems, opportunities and analyses of the seniors market in Canada. Did they summarize any additional learning about casinos and games of chance, trends/shifts, which contribute to this industry's growth?

Maximum score for this section: **4 points**

SCORE: 4

Comments: Well done - market share

2. Competitive Overview

Did the students outline the competitive landscape (key competitors, competitive issues) and advantages or weaknesses the gaming market may need to address? Have they highlighted 2 or 3 research findings that could influence their approach?

Maximum score for this section: **3 points**

SCORE: 3

Comments: Very thorough - Market Share
could have been included in,
Bus. Objective

7

3. Business Objectives

Have the students restated the company's overall business objectives? What are the quantified goals they are trying to achieve? Did they demonstrate their understanding of what they are trying to accomplish? What are their S.M.A.R.T.* goals? (* Specific, Measureable, Attainable, Realistic, Time Frame)

Maximum score for this section: **3 points**

SCORE: 2

Comments: No mention of market share.

4. Target Audiences

Have the students identified their primary, secondary and other customer segments and their profiles, including demographic and psychographic characteristics?

Maximum score for this section: **3 points**

SCORE: 2

Comments: No clear statement about why these target mkt but lots of info

5. Audience Objections

Have the students identified the reasons why past and potential new customers, their targeted audiences, may not be buying? What obstacles does their plan need to overcome?

Maximum score for this section: **2 points**

SCORE: ~~2~~ 2

Comments: more features

6. Benefits

What are the products and features that attract customers to buy the gaming consoles?

Maximum score for this section: **4 points**

SCORE: 3

Comments: More features than benefit

9

7. Unique Selling Proposition

What is **unique** about this Live Action's products/service offering? What sets them apart from the competition? What's "in it" for the customer?

Maximum score for this section: **3 points**

SCORE: 2.5

Comments: Weak USP - games aren't the
incentive. Sell "the concept"

8. Marketing Strategy

Have they clearly described how Live Action will achieve its business objectives? Have they summarized the rationale which applies to their tactical plan? They should not list their detailed tactics here.

Maximum score for this section: **4 points**

SCORE: 4

Comments: _____

9. Communications Objectives

Have they identified the **single** most important thing they need to communicate to each of their targeted segments to get them to buy? What secondary messages, if any, are there?

Maximum score for this section: **3 points**

SCORE: 3

2.5

Comments: _____

10. Tactics and Implementation

Have they described their marketing campaign components, quantities and costs and explained how they relate to their targeted audiences? Did they include a 1-year tactical calendar to show when their marketing activities will occur? Is there seasonality? Have they shown how they will effectively reach their target audience(s)?

Maximum score for this section: **5 points**

SCORE: 4

Comments: _____

11. Offer

Have they indicated the offer(s) developed to increase their audiences' likelihood to respond? Offers must be considered as part of the overall budget so they should account for the cost of any incentives in the budget section.

Maximum score for this section: **3 points**

SCORE: 3

Comments: _____

12. Anticipated Results

Have they indicated the most important measurements of success required to meet their objectives and why? Are they realistic? Have they indicated the ROI by tactic?

Maximum score for this section: **3 points**

SCORE: 2

Comments: Some results too optimistic

9.5

13. Budget

Does their budget summary relate to the activities recommended in their plan? Have they provided their assumptions used in making their calculations?

Maximum score for this section: **3 points**

SCORE: 1.5

Comments: Some costs too low - especially for DRTV.

14. Overall Presentation Effectiveness

These are the bonus points awarded based upon how clear, concise and realistic the entry is and how well it reads.

Maximum score for this section: **5 points**

SCORE: 5

Comments: Too wordy & cramped.

TOTAL SCORE: ~~30~~ 39

CMA 2009 Student Awards Entry MARKETING CAMPAIGN

Scoring Sheets

ENTRY NUMBER: M10

JUDGE NUMBER: 6

Overall Objective: To develop an effective direct marketing campaign for
“Gaming Industry & the Elderly”

Judges: In order for us to provide feedback to the students, please make an effort to fill in the comment sections suggesting improvements if needed. When writing your comments, keep in mind that they will be forwarded to the students.

Scoring is weighted. Please see each section for point allotment. The total maximum score for a business case entry is 48 points.

1. Background Research and Analysis

How well did the students go beyond the information provided? What did they add and what were their insights about problems, opportunities and analyses of the seniors market in Canada. Did they summarize any additional learning about casinos and games of chance, trends/shifts, which contribute to this industry's growth?

Maximum score for this section: **4 points**

SCORE: 4

Comments: Excellent!

2. Competitive Overview

Did the students outline the competitive landscape (key competitors, competitive issues) and advantages or weaknesses the gaming market may need to address? Have they highlighted 2 or 3 research findings that could influence their approach?

Maximum score for this section: **3 points**

SCORE: 3

Comments: Excellent.

3. Business Objectives

Have the students restated the company's overall business objectives? What are the quantified goals they are trying to achieve? Did they demonstrate their understanding of what they are trying to accomplish? What are their S.M.A.R.T.* goals? (* Specific, Measureable, Attainable, Realistic, Time Frame)

Maximum score for this section: **3 points**

SCORE: 2

Comments: Good break out of objective
How: did you decide this, & did it fall out of
your plan.

4. Target Audiences

Have the students identified their primary, secondary and other customer segments and their profiles, including demographic and psychographic characteristics?

Maximum score for this section: **3 points**

SCORE: 2.5

Comments: Good discription of targets' habits, actions

5. Audience Objections

Have the students identified the reasons why past and potential new customers, their targeted audiences, may not be buying? What obstacles does their plan need to overcome?

Maximum score for this section: **2 points**

SCORE: 2

Comments: Very good

6. Benefits

What are the products and features that attract customers to buy the gaming consoles?

Maximum score for this section: **4 points**

SCORE: 4

Comments: Per #5

7. Unique Selling Proposition

What is **unique** about this Live Action's products/service offering? What sets them apart from the competition? What's "in it" for the customer?

Maximum score for this section: **3 points**

SCORE: 2.5

Comments: Appears unique - is it compelling enough &
will the targets buy it? Jim not
being critical, just asking.

8. Marketing Strategy

Have they clearly described how Live Action will achieve its business objectives? Have they summarized the rationale which applies to their tactical plan? They should not list their detailed tactics here.

Maximum score for this section: **4 points**

SCORE: 4

Comments: Very good

9. Communications Objectives

Have they identified the **single** most important thing they need to communicate to each of their targeted segments to get them to buy? What secondary messages, if any, are there?

Maximum score for this section: **3 points**

SCORE: 2

Comments: You mention your USP, but how does the
key message, overcome objections of primary target
Secondary ones - done better

10. Tactics and Implementation

Have they described their marketing campaign components, quantities and costs and explained how they relate to their targeted audiences? Did they include a 1-year tactical calendar to show when their marketing activities will occur? Is there seasonality? Have they shown how they will effectively reach their target audience(s)?

Maximum score for this section: **5 points**

SCORE: 4

Comments: In ^{some of} your tests, you have too many variables to
know what is really working for you. I'd be excellent to
recognize the need for tests.

11. Offer

Have they indicated the offer(s) developed to increase their audiences' likelihood to respond? Offers must be considered as part of the overall budget so they should account for the cost of any incentives in the budget section.

Maximum score for this section: **3 points**

SCORE: 3

Comments: Detailed set of offers - appear unrelated to
the pbs.

12. Anticipated Results

Have they indicated the most important measurements of success required to meet their objectives and why? Are they realistic? Have they indicated the ROI by tactic?

Maximum score for this section: **3 points**

SCORE: 2

Comments: Good detailing activity to respond
to don't understand your results - attribution
doesn't appear correct.

13. Budget

Does their budget summary relate to the activities recommended in their plan? Have they provided their assumptions used in making their calculations?

Maximum score for this section: **3 points**

SCORE: 3

Comments: Good work

14. Overall Presentation Effectiveness

These are the bonus points awarded based upon how clear, concise and realistic the entry is and how well it reads.

Maximum score for this section: **5 points**

SCORE: 4

Comments: Well done - cohesive, consistent.

TOTAL SCORE: 42

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CMA 2009 Student Awards Entry MARKETING CAMPAIGN

Scoring Sheets

ENTRY NUMBER: M10

JUDGE NUMBER: 7

Overall Objective: To develop an effective direct marketing campaign for
"Gaming Industry & the Elderly"

Judges: In order for us to provide feedback to the students, please make an effort to fill in the comment sections suggesting improvements if needed. When writing your comments, keep in mind that they will be forwarded to the students.

Scoring is weighted. Please see each section for point allotment. The total maximum score for a business case entry is 48 points.

1. Background Research and Analysis

How well did the students go beyond the information provided? What did they add and what were their insights about problems, opportunities and analyses of the seniors market in Canada. Did they summarize any additional learning about casinos and games of chance, trends/shifts, which contribute to this industry's growth?

Maximum score for this section: **4 points** **SCORE:** 2

Comments: detailed

2. Competitive Overview

Did the students outline the competitive landscape (key competitors, competitive issues) and advantages or weaknesses the gaming market may need to address? Have they highlighted 2 or 3 research findings that could influence their approach?

Maximum score for this section: **3 points** **SCORE:** 2

Comments: _____

3. Business Objectives

Have the students restated the company's overall business objectives? What are the quantified goals they are trying to achieve? Did they demonstrate their understanding of what they are trying to accomplish? What are their S.M.A.R.T.* goals? (* Specific, Measureable, Attainable, Realistic, Time Frame)

Maximum score for this section: **3 points**

SCORE: 2

Comments: _____

4. Target Audiences

Have the students identified their primary, secondary and other customer segments and their profiles, including demographic and psychographic characteristics?

Maximum score for this section: **3 points**

SCORE: 1

Comments: _____

5. Audience Objections

Have the students identified the reasons why past and potential new customers, their targeted audiences, may not be buying? What obstacles does their plan need to overcome?

Maximum score for this section: **2 points**

SCORE: 2

Comments: _____

6. Benefits

What are the products and features that attract customers to buy the gaming consoles?

Maximum score for this section: **4 points**

SCORE: 2

Comments: _____

7. Unique Selling Proposition

What is **unique** about this Live Action's products/service offering? What sets them apart from the competition? What's "in it" for the customer?

Maximum score for this section: **3 points**

SCORE: 2

Comments: _____

8. Marketing Strategy

Have they clearly described how Live Action will achieve its business objectives? Have they summarized the rationale which applies to their tactical plan? They should not list their detailed tactics here.

Maximum score for this section: **4 points**

SCORE: 3

Comments: _____

9. Communications Objectives

Have they identified the **single** most important thing they need to communicate to each of their targeted segments to get them to buy? What secondary messages, if any, are there?

Maximum score for this section: **3 points**

SCORE: 2

Comments: _____

10. Tactics and Implementation

Have they described their marketing campaign components, quantities and costs and explained how they relate to their targeted audiences? Did they include a 1-year tactical calendar to show when their marketing activities will occur? Is there seasonality? Have they shown how they will effectively reach their target audience(s)?

Maximum score for this section: **5 points**

SCORE: 4

Comments: _____

11. Offer

Have they indicated the offer(s) developed to increase their audiences' likelihood to respond? Offers must be considered as part of the overall budget so they should account for the cost of any incentives in the budget section.

Maximum score for this section: **3 points**

SCORE: 3

Comments: _____

12. Anticipated Results

Have they indicated the most important measurements of success required to meet their objectives and why? Are they realistic? Have they indicated the ROI by tactic?

Maximum score for this section: **3 points**

SCORE: 2

Comments: _____

13. Budget

Does their budget summary relate to the activities recommended in their plan? Have they provided their assumptions used in making their calculations?

Maximum score for this section: **3 points**

SCORE: 2

Comments: _____

14. Overall Presentation Effectiveness

These are the bonus points awarded based upon how clear, concise and realistic the entry is and how well it reads.

Maximum score for this section: **5 points**

SCORE: 2

Comments: good but overloaded
= places

9

TOTAL SCORE: 31

CMA 2009 Student Awards Entry
MARKETING CAMPAIGN

Scoring Sheets

ENTRY NUMBER: M10

JUDGE NUMBER: 8

Overall Objective: To develop an effective direct marketing campaign for
“Gaming Industry & the Elderly”

Judges: In order for us to provide feedback to the students, please make an effort to fill in the comment sections suggesting improvements if needed. When writing your comments, keep in mind that they will be forwarded to the students.

Scoring is weighted. Please see each section for point allotment. The total maximum score for a business case entry is 48 points.

1. Background Research and Analysis

How well did the students go beyond the information provided? What did they add and what were their insights about problems, opportunities and analyses of the seniors market in Canada. Did they summarize any additional learning about casinos and games of chance, trends/shifts, which contribute to this industry's growth?

Maximum score for this section: **4 points**

SCORE: 3.5/4

Comments: Thorough.

2. Competitive Overview

Did the students outline the competitive landscape (key competitors, competitive issues) and advantages or weaknesses the gaming market may need to address? Have they highlighted 2 or 3 research findings that could influence their approach?

Maximum score for this section: **3 points**

SCORE: 2.5/3

Comments: Good

3. Business Objectives

Have the students restated the company's overall business objectives? What are the quantified goals they are trying to achieve? Did they demonstrate their understanding of what they are trying to accomplish? What are their S.M.A.R.T.* goals? (* Specific, Measureable, Attainable, Realistic, Time Frame)

Maximum score for this section: **3 points**

SCORE: 2/3

Comments: SMART OBJECTIVES?
↑ market share

4. Target Audiences

Have the students identified their primary, secondary and other customer segments and their profiles, including demographic and psychographic characteristics?

Maximum score for this section: **3 points**

SCORE: 1/3

Comments: A lot of facts not clearly defined
audiences...

5. Audience Objections

Have the students identified the reasons why past and potential new customers, their targeted audiences, may not be buying? What obstacles does their plan need to overcome?

Maximum score for this section: **2 points**

SCORE: 2/2

Comments: Awful job

6. Benefits

What are the products and features that attract customers to buy the gaming consoles?

Maximum score for this section: **4 points**

SCORE: 3/4

Comments: _____

7. Unique Selling Proposition

What is **unique** about this Live Action's products/service offering? What sets them apart from the competition? What's "in it" for the customer?

Maximum score for this section: **3 points**

SCORE: 4/3

Comments: Ease of use
• Health benefits
• Targeted / designed for female.

8. Marketing Strategy

Have they clearly described how Live Action will achieve its business objectives? Have they summarized the rationale which applies to their tactical plan? They should not list their detailed tactics here.

Maximum score for this section: **4 points**

SCORE: 3/4

Comments: _____

9. Communications Objectives

Have they identified the **single** most important thing they need to communicate to each of their targeted segments to get them to buy? What secondary messages, if any, are there?

Maximum score for this section: **3 points**

SCORE: 1.5/3

Comments: Ease of use!
Health benefits!
ⓧ

10. Tactics and Implementation

Have they described their marketing campaign components, quantities and costs and explained how they relate to their targeted audiences? Did they include a 1-year tactical calendar to show when their marketing activities will occur? Is there seasonality? Have they shown how they will effectively reach their target audience(s)?

Maximum score for this section: **5 points**

SCORE: 3.5/5

Comments: _____

11. Offer

Have they indicated the offer(s) developed to increase their audiences' likelihood to respond? Offers must be considered as part of the overall budget so they should account for the cost of any incentives in the budget section.

Maximum score for this section: **3 points**

SCORE: 0/3

Comments: _____
_____ offer? _____

12. Anticipated Results

Have they indicated the most important measurements of success required to meet their objectives and why? Are they realistic? Have they indicated the ROI by tactic?

Maximum score for this section: **3 points**

SCORE: 1/3

Comments: Show results what response rate!
+ # targeted
Hard to follow

13. Budget

Does their budget summary relate to the activities recommended in their plan? Have they provided their assumptions used in making their calculations?

Maximum score for this section: **3 points**

SCORE: 1/3

Comments: _____

14. Overall Presentation Effectiveness

These are the bonus points awarded based upon how clear, concise and realistic the entry is and how well it reads.

Maximum score for this section: **5 points**

SCORE: 2/5

Comments: Very verbose, small font, lengthy.

TOTAL SCORE: 26

CMA 2009 Student Awards Entry
MARKETING CAMPAIGN

Scoring Sheets

ENTRY NUMBER: M10

JUDGE NUMBER: 9

Overall Objective: To develop an effective direct marketing campaign for
“Gaming Industry & the Elderly”

Judges: In order for us to provide feedback to the students, please make an effort to fill in the comment sections suggesting improvements if needed. When writing your comments, keep in mind that they will be forwarded to the students.

Scoring is weighted. Please see each section for point allotment. The total maximum score for a business case entry is 48 points.

1. Background Research and Analysis

How well did the students go beyond the information provided? What did they add and what were their insights about problems, opportunities and analyses of the seniors market in Canada. Did they summarize any additional learning about casinos and games of chance, trends/shifts, which contribute to this industry's growth?

Maximum score for this section: **4 points**

SCORE: 3.5

Comments: _____

2. Competitive Overview

Did the students outline the competitive landscape (key competitors, competitive issues) and advantages or weaknesses the gaming market may need to address? Have they highlighted 2 or 3 research findings that could influence their approach?

Maximum score for this section: **3 points**

SCORE: 3

Comments: _____

3. Business Objectives

Have the students restated the company's overall business objectives? What are the quantified goals they are trying to achieve? Did they demonstrate their understanding of what they are trying to accomplish? What are their S.M.A.R.T.* goals? (* Specific, Measureable, Attainable, Realistic, Time Frame)

Maximum score for this section: **3 points**

SCORE: 3

Comments: _____

4. Target Audiences

Have the students identified their primary, secondary and other customer segments and their profiles, including demographic and psychographic characteristics?

Maximum score for this section: **3 points**

SCORE: 3

Comments: _____

5. Audience Objections

Have the students identified the reasons why past and potential new customers, their targeted audiences, may not be buying? What obstacles does their plan need to overcome?

Maximum score for this section: **2 points**

SCORE: 2

Comments: _____

6. Benefits

What are the products and features that attract customers to buy the gaming consoles?

Maximum score for this section: **4 points**

SCORE: 3

Comments: _____

7. Unique Selling Proposition

What is **unique** about this Live Action's products/service offering? What sets them apart from the competition? What's "in it" for the customer?

Maximum score for this section: **3 points**

SCORE: 1.5

Comments: _____

8. Marketing Strategy

Have they clearly described how Live Action will achieve its business objectives? Have they summarized the rationale which applies to their tactical plan? They should not list their detailed tactics here.

Maximum score for this section: **4 points**

SCORE: 2

Comments: _____

9. Communications Objectives

Have they identified the **single** most important thing they need to communicate to each of their targeted segments to get them to buy? What secondary messages, if any, are there?

Maximum score for this section: **3 points**

SCORE: 2

Comments: _____

10. Tactics and Implementation

Have they described their marketing campaign components, quantities and costs and explained how they relate to their targeted audiences? Did they include a 1-year tactical calendar to show when their marketing activities will occur? Is there seasonality? Have they shown how they will effectively reach their target audience(s)?

Maximum score for this section: **5 points**

SCORE: 3.5

Comments: _____

11. Offer

Have they indicated the offer(s) developed to increase their audiences' likelihood to respond? Offers must be considered as part of the overall budget so they should account for the cost of any incentives in the budget section.

Maximum score for this section: **3 points**

SCORE: 2

Comments: _____

12. Anticipated Results

Have they indicated the most important measurements of success required to meet their objectives and why? Are they realistic? Have they indicated the ROI by tactic?

Maximum score for this section: **3 points**

SCORE: 1.5

Comments: _____

13. Budget

Does their budget summary relate to the activities recommended in their plan? Have they provided their assumptions used in making their calculations?

Maximum score for this section: **3 points**

SCORE: 1.5

Comments: _____

14. Overall Presentation Effectiveness

These are the bonus points awarded based upon how clear, concise and realistic the entry is and how well it reads.

Maximum score for this section: **5 points**

SCORE: 4

Comments: _____

TOTAL SCORE: 35.5