

CMA 2009 Student Awards Entry  
MARKETING CAMPAIGN

**Scoring Sheets**

ENTRY NUMBER: M09

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.**

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**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

Comments: Could have benefited from  
more info on gaming  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**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 thought out.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**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: What about market leadership  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**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: Excellent breakdown.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**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:** 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:** 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:** 5

Comments: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

MOA

**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: 4

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

TOTAL SCORE: 40

# CMA 2009 Student Awards Entry MARKETING CAMPAIGN

## Scoring Sheets

ENTRY NUMBER: 109

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:** 3

Comments: Does the growth in casinos impact  
the potential for this market?  
Good consideration provided for the  
background of this target group.

### 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: Good work

**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: Could have more detail related to the various target audiences, but good job.  
\_\_\_\_\_  
\_\_\_\_\_

**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: well-done  
\_\_\_\_\_  
\_\_\_\_\_

**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: Nicely presented  
\_\_\_\_\_  
\_\_\_\_\_

**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: You show a thorough approach but some of your "benefits" could include emotional triggers - i.e. fun, social  
\_\_\_\_\_  
\_\_\_\_\_

**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: not complete -> these are the  
main pts only.

**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: You haven't shown you truly  
understand how you're going to  
generate an emotional response, or use DM  
to promote a reaction -> what will drive  
your choice of one channel vs. another?

**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

Comments: Good detail

**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: Good general detail, but I  
don't see any specifics of your campaign  
tactics - ie. use descriptions of campaigns. And I  
don't show your enthusiasm for the initial reactions  
to your offers - DM isn't included as a "first strike"  
activity. Perhaps a test would be helpful.

**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:

*A good series of offers, although a little ambitious.*

**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:

*Not bad*

**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:

*Not realistic costs - you're missing postage, probably in agency/creative level it costs - but I like your presentation.*

**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

42.5

Scoring Sheets

ENTRY NUMBER: mdg

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: 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: 2.5

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6

**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: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

11

**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: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**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: What about testing?  
\_\_\_\_\_  
\_\_\_\_\_

**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: Messaging around "playing games you used to enjoy"  
could be limiting. Why not open it up?  
\_\_\_\_\_  
\_\_\_\_\_

**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: Consider free trial<sup>30 Day</sup> for corporate/home audiences  
Well Done!  
\_\_\_\_\_  
\_\_\_\_\_

13.5

**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: Discount heavy but like the 12-month subscription +  
online fulfillment.

**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:** 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:** 4

Comments: Well done. Easy to read + logically explained  
your rationale

12

**TOTAL SCORE:** 42.5

CMA 2009 Student Awards Entry  
MARKETING CAMPAIGN

42.5

Scoring Sheets

ENTRY NUMBER: M091

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: Concise but well researched and well written. Good insight.

**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

**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: 2.5

Comments: No market share discussion

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**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: Well done - good review of all 30 markets

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**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 ~~1.5~~ 2

Comments: ~~Didn't~~ More feature related than benefit but thorough and answer.

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**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 feature related than benefit.

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**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: 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: 3

Comments: Consistent / clear  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**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: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**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: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**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

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: 4.5

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

TOTAL SCORE: 42.5



**CMA 2009 Student Awards Entry**  
**MARKETING CAMPAIGN**

**Scoring Sheets**

ENTRY NUMBER: 1009

JUDGE NUMBER: 5

**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.**

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**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:** 2

Comments: Needs more focus on competitors.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**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: Excellent.

**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: Excellent.

**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: Excellent

**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: Good

**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: Good!  
\_\_\_\_\_  
\_\_\_\_\_

**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:** 3.5

Comments: 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:** 4

Comments: Excellent!  
\_\_\_\_\_  
\_\_\_\_\_

**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:** 5

Comments: Very good. Very clear.  
\_\_\_\_\_  
\_\_\_\_\_

**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: \_\_\_\_\_  
\_\_\_\_\_ *Good!* \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**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: \_\_\_\_\_  
\_\_\_\_\_ *Response rates are very optimistic.* \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**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: \_\_\_\_\_  
\_\_\_\_\_ *Appears creative development costs are missing. Also, fulfillment costs for any mailed games.* \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**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: \_\_\_\_\_  
\_\_\_\_\_ *Well written.* \_\_\_\_\_  
\_\_\_\_\_

**TOTAL SCORE:** 42

**CMA 2009 Student Awards Entry**  
**MARKETING CAMPAIGN**

**Scoring Sheets**

ENTRY NUMBER: 1409

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.**

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**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: Good additional insight

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**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: Good, you recognize other non gaming competitors for future.

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**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: 2.5

Comments: you expanded the gain numbers - goal  
could have done a bit more.

**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: what are their attributes to help understand  
the best way to reach them?

**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~~ 1.5

Comments: Good list - you've listed benefits but  
not fully explained how they will convince the  
target to overcome the objection

**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: Some good, some benefits need convincing

### 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: Fun is not unique to this. It is a  
common component of why people do what they  
do.

### 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: Good overview of what will hopefully guide  
you in determining your activities.

### 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: Tied to U.S.P. but Ok.  
Physical fitness - is that how seniors think in this term?  
It could be in terms of keeping active and mobile.

### 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: Good list - what do they cost & what  
will they produce. There's some a direct relation  
to everything here to your budget & results.

**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.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**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: See point 10.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**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: See point 10.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**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:** \_\_\_\_\_



# CMA 2009 Student Awards Entry MARKETING CAMPAIGN

## Scoring Sheets

ENTRY NUMBER: 109

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:** 3

Comments: good, thing about nursing homes,  
other tax opportunities (Ont.)

### 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: good point on physio therapists

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**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 - I like the "loyalty" approach

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**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: smart breakdown ~~attempts~~

includes nursing homes + caregivers

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**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: excellent - detailed + insightful

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**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: see above

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**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: ~~it's~~ "I also love beating them"  
→ very good

**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: good thinking, clear goals

**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**

Comments: very good.

**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: detailed and thorough

**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: (see above)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**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: 1

Comments: some of the numbers were pretty  
unrealistic  
\_\_\_\_\_  
\_\_\_\_\_

**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-written + meaningful  
\_\_\_\_\_  
\_\_\_\_\_

TOTAL SCORE: 40

**CMA 2009 Student Awards Entry**  
**MARKETING CAMPAIGN**

**Scoring Sheets**

ENTRY NUMBER: 1109

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.**

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**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: 4/4

Comments: Well written. 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: 3/3

Comments: Great competitive overview.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**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: 2.5/3.

Comments: Omitted 1'd marketshare  
a stated objective.  
otherwise great

**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: 3/3.

Comments: Well done

**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: \_\_\_\_\_

**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: Great work

**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: 2/3

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: 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: 2/3

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: 4/5

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: 2.5/3

Comments: prizes, rebates, credit - a lot going on.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**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: 2/3.

Comments: It would have been great to  
show anticipated response rates +  
net sales, not just net sales.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**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: 2/3.

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: 4.

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

TOTAL SCORE: ~~30~~ 39



# CMA 2009 Student Awards Entry MARKETING CAMPAIGN

## Scoring Sheets

ENTRY NUMBER: 109

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.**

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### 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

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:** 2.5

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:** 2.5

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: 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: 3

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: Try to simplify  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**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: 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: 4

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

TOTAL SCORE: 37.5