

Swiss-Trade Mediamatic during SwissSkills 2022 (8th September 2022 in Bern)

“Marketing with Web, Print and Video / Social Media”

1 Introduction

During the SwissSkills 2022 the Trade Mediamatic will be conducted on 8th September 2022 in Bern. The winner will receive the title “Swiss Champion Mediamatic 2022”.

2 Name of the Task: “Marketing with Web, Print and Video / Social Media”

The Swiss-Trade Mediamatic runs under the short title: “Marketing with Web, Print and Video / Social Media”.

This description already shows that the task is composed of several of the topics mediamaticians are supposed to know. During the competition, candidates should be in a position to show different practices concerning the marketing of services, and to implement four measures connected to the planned concept.

3 Brief Description

The competitors have to solve the following tasks:

- Create a short communication concept (Marketing)
- Invent a name for a company and create a logo
- Plan marketing activities with milestones (Project Management)
- Create screen layouts for a website (Web)
- Create a poster (Print)
- Create a script for a video clip and an organic as well as a paid social media post (Multimedia)

The competitors may use their own device with the Adobe programs as well as Microsoft Office. In addition, they have to find the images themselves for the website and the poster. The images have to be royalty-free.

4 Rules

- Internet access is provided during the competition
- Any communication with other persons is prohibited
- Communication / discussion with other candidates is forbidden
- Sound device is tolerated / recommended
- **It is forbidden to use files created before the competition for work on the competition or to use files from other persons outside the competition (except for image search on image platforms).**

5 Task for Swiss-Trade Mediamatic 2022

5.1 Situation / Overview

Imagine you own an advertising agency and get a contract from a young start-up. This start-up needs some support to set up its own online business. The start-up wants to sell their chocolate products only through their own online shop. This assignment is about realising strategies in the area of video production, print products, websites and social media channels. However, if you have great ideas in other areas, you can, of course, contribute them.

For this big contract you have to take a lot of things into account and use the budget wisely, because this is a fresh startup, as already mentioned. Since you are the professional mediamatician, you should already more or less know the market.

5.2 Targets to be achieved with the promotion for the startup company

You are convinced that you are well trained and ready to work independently with your own advertising agency. The following tasks are very important steps in delivering a successful project and supporting the sustainable startup with the brand launch:

- work out the marketing elements
- plan the milestones
- invent a name and create a logo for the company
- create a poster as one marketing activity
- create a proposal for a simple online shop (for desktop and mobile screen)
- create an organic and a paid social media post
- create a script for a video clip

The startup wants to go and sell online in two months

5.3 Information about the company

Peter Green is the owner of the start-up and he is convinced that he will be successful because:

- he likes and knows very well how to produce special chocolate products
- he has good connections to get the best raw material
- he wants to sell different types of chocolate products
 - white, dark and milk chocolate
 - chocolate bars
 - praline and truffle
 - fruits dipped in chocolate
 - with and without alcohol
 - vegan options too
 - and so on
- he has only products of high quality (only organic; locally produced if possible)

5.4 Tasks for the Swiss-Trade Mediamatic 2022

The documents/solutions have to be written in English (keynotes are allowed if comprehensible).

Note: Please consider also the assessment grid at the end of this document as a help.

Task 1:

This task has to be finished and handed in before lunch break.

Describe the vision, the aims as well as the target group you want to address.

Make a SWOT analysis (strengths, weaknesses, opportunities, threats) with a conclusion.

Describe your strategy and the marketing mix.

Describe the measures (at least 6) that you will apply according to the vision and the SWOT analysis.

Peter Green wants to start selling the products in two months. Create a plan (from now on for at least one year) with the following points:

- Marketing activities (at least 6)
- Time frame of marketing activities (date 'from – till')
- Amount of work for marketing activities
- Milestones (at least 4)

Invent a name for this start-up. Describe briefly why you have chosen this name. Create a simple logo for the company.

Create a reasonable budget with the expenses and the revenues for the first year. Please include into this part also the costs for the marketing activities.

Please also consider the assessment grid for this task at the end of this document.

Duration: about 2.5 hours

Products:

- The short communication concept includes 3-6 pages and the document is written in Word or Indesign. Save the document as a PDF at the end.
- The logo has to be stored in the original format and as a PDF.

Rating: Score 32 points

Note: Task 1 has to be handed over to the judges before lunch break.

Task 2:

Create a print-ready English poster. The poster should serve as one marketing measure for the start-up company.

Please also consider the assessment grid for this task at the end of this document.

Duration: about 1.25 hour

Product: The poster is stored as a print-ready PDF (with crop marks, bled-off, with colour profile and fonts as paths)

Rating: Score 16 points

Task 3:

Create a proposal for the website and the webshop in which you will present and promote this fresh start-up company as well as the products:

- Create a useful content architecture (sitemap) of the website and the webshop.
- Create screendesigns for the website and the webshop. The proposals should already show possible (meaningful) content.

The screendesigns cover:

- access page (view of a desktop and a mobile screen)
- one page with the presentation of one or more product pages from the online shop (view of a desktop and a mobile screen)

The screendesigns can be created using a programme of your choice and the available software. An implementation in HTML/CSS is not required.

Consider also the assessment grid for this task at the end of this document.

Duration: about 1.25 hours

Products:

- Document with the content architecture (sitemap).
- Two screendesigns for the website. Each screendesign as a desktop and a mobile version. (Names of the files (PDF): FirstPageDesktop, ShopPageDesktop, FirstPageMobile, ShopPageMobile)

Rating: Score 16 points

Task 4:

Create a script for a promotional video clip that can be used to promote the new startup company. This video should last max. 30 seconds and can e.g. be used on the website or uploaded onto Youtube.

Choose one social media channel and create an organic and a paid social media post. You have to mention also the text, hashtags and so on for both posts.

Please also consider the assessment grid for this task at the end of this document.

Duration: about 2.25 hours

Products:

- Script for a promotional video clip as a PDF.
- One PDF with the organic and one PDF with the paid social media post. Include the text, hashtags and so on in this file.

The names of the files are e.g. Instagram_Organic_SocialMediaPost or Facebook_Paid_SocialMediaPost and so on.

Rating: Score 31 points

Additional evaluation for consistency (look and feel)

The jury evaluates the factual and technical accuracy as well as the consistency (look and feel) of the work submitted.

Please also consider the assessment grid for this task at the end of this document.

Products: all

Rating: Score 5 points

Delivery of the tasks / solutions

Unless otherwise specified in the task description, the documents are to be saved after completion of the task as PDF documents. The documents are to be packed (zipped) and are to carry the name and surname of the competitor, and to be saved on the USB flash drive.

Duration: about 15 minutes

Rough assessment grid

Task 1	Assessment criteria	Score
Create Communication concept / planning / logo		
	Vision (1), aims (1), target group (1)	Max. 3
	Complete SWOT-analysis (at least one factor per quadrant) incl. conclusion (1)	Max. 5
	Strategy (1) and Marketing-Mix (4 Ps)	Max. 5
	Measures (applicable to vision and SWOT)	Max. 3
	Planning of activities (2), time frame (2), amount of work (2), budget for marketing (1), milestones (1)	Max. 8
	Company name (1) and logo (5)	Max. 6
	Reasonable budget for one year	Max. 2
Total points		Max. 32

Task 2	Assessment criteria	Score
Create a poster		
	Creativity: choice of subject and content (Text, Pictures, Graphics); suitable to the sales channel	Max. 3
	Professionalism of implementation (e.g. crop photos; interplay of text, picture and graphic elements; overall composition; precision; quality impact)	Max. 5
	Important information included	Max. 3
	In compliance with typographical rules	Max. 1
	Error-free texts (no grammar, spelling / punctuation mistakes etc.)	Max. 2
	Print-ready PDF	Max. 2
Total points		Max. 16

Task 3	Assessment criteria	Score
Create screendesigns for the webshop		
	Content architecture is created and logical	Max. 3
	Creative performance of the screendesigns (including Look and Feel)	Max. 5
	Professional implementation (work out) of the screendesigns	Max. 6
	Quality Assurance (error-free, logic, use of additional aids)	Max. 2
Total points		Max. 16

Task 4	Assessment criteria	Score
Create a script for a video clip and two social media posts		
	Script: Message of the video obvious/apparent	Max. 6
	Script: Target group(s) mentioned and addressed	Max. 2
	Script: Important information specified	Max. 3
	Script: Emotions generated	Max. 4
	Organic social media post	Max. 8
	Paid social media post	Max. 8
Total points		Max. 31

Additional evaluation	Assessment criteria	Score
Additional evaluation for consistency (Look and Feel)		
	The concept and the derived products (poster, screendesigns, script for video clip and social media posts) pursue a unified strategy, and transfer/project a consistent/uniform “Look and Feel” (Total Quality Assurance)	Max. 5
Total points		Max. 5

Overall total points		Max. 100
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