

# Regional Championships "Mediamatics" 2019

## „Marketing with Web and Print“

### 1 Introduction

In order to qualify for a place at the Swiss Competition / Swiss Trade for mediamatics, regional championships will be held. The best competitors of the regional championships from of this and the following year will be allowed to participate at the Swiss Championships / "ICT Skills".

### 2 Name of the Task: «Marketing with Web und Print»

The regional competition for “Mediamatics” runs under the short title: «Marketing with Web and Print».

The task comprises several of the topics mediamaticians are supposed to know. The results of the trade (competition) should indicate that the candidates are able to create a marketing-concept and to implement two methods of the marketing-mix.

### 3 Brief Description

The regional competition is aimed at mediamaticians who are in their 2<sup>nd</sup>, 3<sup>rd</sup> or 4<sup>th</sup> year of training.

#### **The competitors have to solve the following tasks:**

- Create a short marketing-concept to support a startup company to break into the market (written in English; whole sentences or only keywords are enough; must be comprehensible)
- Create a logo
- Create a flyer as a marketing measure
- Design a layout of a website with a navigation structure (sitemap)

Competitors may use the Adobe CC Master Collection and Microsoft Office to solve the tasks. Pictures will be provided.

#### **The following rules have to be fulfilled:**

- Internet access or any other communication is prohibited during the whole competition
- Communication with other candidates is forbidden
- No storage devices or information in any form whatsoever is allowed
- Blank paper and a pen are provided
- No headset, headphones nor other sound devices are tolerated

Whoever does not comply according to these rules will be disqualified.

## 4 Task for Regional Championship "Mediamatics" 2019

### 4.1 Introduction / Overview

Richard Stone, a horticulturist, has finished his apprenticeship and he wants to work independently. He wants to found a startup company named **Relax Garden**. Your task is to advise him in marketing affairs and implement some measures.

### 4.2 Objectives to be achieved

- Create a short marketing concept to start the business. Define and justify the sales channels.
- Find a slogan for the company.
- Create a logo as an important token of the new company.
- Create a flyer and organize the distribution campaign according to the target group(s).
- Design the layout of a website for the company and show the sales channels as well as the most important information.
- Keep the costs as low as possible.

### 4.3 Information about the company

A horticulturist has mainly two different fields of tasks.

The first field contains activities to build a garden. These activities are:

- Building walls with natural stones, wood, concrete or steel
- Building paths and stairs in the garden
- Building terraces with flagstone or wood
- Building irrigation and illumination systems
- Building natural ponds with plants and a swimming area

In the second field of tasks, the horticulturist brings colour into the garden and maintains the plants over the years. He plants flowers, bushes and trees and sows grass seed to grow a lawn. He cuts the trees, bushes and plants, so that they stay in good shape.

Richard Stone wants to offer both fields of activities, but the focus should be more on the building part, because it's more lucrative.

#### 4.4 Tasks for the Mediamaticians

You have the order to support your client to break into the market. You can choose the area in Switzerland where the company should start its activities.

##### Task 1:

Think about a slogan and a logo for the company and write the slogan (English) into your marketing-concept.

Create a short marketing-concept with at least a:

- Description of the task and the foreseen problem(s)
- Description of your vision, goals, target audience and slogan
- Short SWOT analysis with conclusion
- Description of strategy and marketing mix
- Description of at least 3 measures related to the SWOT and vision
- Planning of measures with rough termination and budget
- Slogan (English)

Create an appropriate logo.

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

Duration: about 1.75 hours

Products:

- The short-concept includes 3-6 pages in English (keynotes are allowed if comprehensible) (as PDF)
- Slogan (written in the concept)
- Logo (as PDF and .ai)

Rating: Score 36

##### Task 2:

Create a flyer that highlights the services of Relax Garden and animates the customer to contact Richard Stone. The flyer can be one of your marketing measures.

Pictures are provided in a separate folder. Feel free to work with them.

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

Duration: about 1 hour

Product: The flyer should be available as print-ready PDF.

Rating: Score 28

### Task 3:

Create a website as a marketing measure.

(Important: You do not have to script a real homepage. You must only show the navigation structure and the layout of two different types of pages as described below.)

Create the content architecture (sitemap) of the page.

Create a layout proposal (only for desktop) for the site. This includes at least:

- the introduction page
- at least one page promoting a special service

The sample pages can be created using a programme of your choice of the available software.

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

Duration: about 1 hour

Products:

- Document showing the content architecture of the promotional website (as PDF)
- Layout proposals of the introduction page [*document name: IntroductionPage.....*] and the special page [*document name: SpecialPage.....*] (as PDF)

Rating: Score 28

### Additional evaluation for consistency (look and feel) and professionalism:

The jury evaluates, besides the factual and technical accuracy, the consistency (look and feel) and the professionalism of the work submitted.

Products: all

Rating: Score 8

## 5 Delivery of the tasks

After completion of the tasks the documents are to be stored as PDF documents. Please store the raw files too and create a folder for every task [*e.g. Task1\_MullerRobert*]. The document name must indicate the part of the task that is solved [*e.g. Task1\_logo\_MullerRobert.pdf*]. The documents are to be packed (zipped) and must bear the name and surname of the competitor [*e.g. Reggio\_2019MullerRobert.zip*] and be saved on the USB flash drive provided or where the supervising person tells you.

Duration: max. 15 minutes

## Assessment grid

Task 1	Assessment criteria	Maximum Score
<b>Create marketing – concept, slogan and logo</b>		
	Recognize task and problem(s)	2
	Vision, goals, target audience	3
	Appropriate slogan	2
	SWOT analysis complete (4P) with conclusion (1P)	5
	Strategy (2P) and marketing mix [4 Ps] (2P) with correlation (1P)	5
	At least 3 measures (related to the vision and SWOT)	3
	Planning of measures including rough termination and budget	6
	Appropriate logo; well designed	10
<b>Total points</b>		<b>36</b>

Task 2	Assessment criteria	Maximum score
<b>Create a flyer</b>		
	Creativity: choice of subject and content (text, image, graphics)	7
	Professionalism of implementation (e.g. crop photos; interplay of text, picture and graphic elements; overall composition; precision; quality impact)	8
	Important information of products included	6
	In compliance with typographical rules	3
	Implementation error-free (spelling, text in English)	2
	Print-ready PDF	2
<b>Total points</b>		<b>28</b>

<b>Task 3</b>	<b>Assessment criteria</b>	<b>Maximum score</b>
<b>Create a layout of a web-site</b>		
	Content architecture is created and is logical	4
	Creative performance of the screen design (including look and feel)	6
	Professional implementation (work out) of the screen designs (not only mockups; reasonable content visible)	16
	Quality Assurance (error-free [written in English], logic, use of additional aids)	2
<b>Total points</b>		<b>28</b>

<b>Additional review</b>	<b>Criteria</b>	<b>Maximum score</b>
<b>Additional evaluation for consistency (look and feel) and professionalism</b>		
	The proposed solutions are well thought out and based on an overall concept. The look and feel based on the developed CI / CD is comprehensible	4
	The presented results of tasks 1 - 3 correspond to a good, professional market level	4
<b>Total points</b>		<b>8</b>

<b>Overall total points</b>		<b>100</b>
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