

Swiss-Trade Mediamatic during ICTskills2020 (10th September 2020 in Bern)

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

1 Introduction

During the ICTskills2020 the Trade Mediamatic will be conducted on 10th September 2020 in Bern. The winner will receive the title “Swiss Champion Mediamatic 2020”.

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

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

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 three 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) and content for a social media channel
- Create a flyer (Print)
- Create a storyboard for a video clip (Multimedia)

The competitors may use the Adobe CC Master Collection and Microsoft Office.

In addition, photos and sheets for the storyboard as well as a pencil will be provided.

4 Rules

- Internet access is prohibited during the competition
- Use of any communication is prohibited (mobile, tablet, and so on)
- Communication / discussion with other candidates is forbidden
- Sound device, if not connect to the internet, is tolerated / recommended

5 Task for Swiss-Trade Mediamatic 2020

5.1 Situation / Overview

Imagine you own an advertising agency and get a contract from a young sustainable start-up. This start-up needs some support to set up its own café/bistro. This start-up is about selling their own drinks and products locally in the café/bistro but also online 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
- make a proposition for the head office of the company
- create a flyer as one marketing activity
- create a proposal for a simple website (for desktop and mobile screen)
- create content for a social media channel
- create a storyboard for a short clip

The startup wants to sell physically and online as soon as possible.

5.3 Tasks for the Swiss-Trade Mediamatic 2020

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. The structure and the legal form of the startup must be described, too.

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.

Decide when the start-up can start selling their products. 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
- Costs for the 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.

Make a proposition for the head office of the start-up company. Justify your decision.

Create a reasonable budget with the expenses and the revenues for the first two years.

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 flyer. The flyer should serve as one marketing measure for the start-up company. You must decide the form and the number of pages of your flyer.

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

Duration: about 1 hour

Product: The flyer 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 in which you will present and promote this fresh start-up company as well as show the services, offers and products. The proposal consists of the following parts:

- Create a useful content architecture (sitemap) of the website.
- Create screendesigns for the website. 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 is not required.

Choose one social media channel and create a proposal for a first post.

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

Duration: about 1.75 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, ProductPageDesktop, FirstPageMobile, ProductPageMobile)
- PDF with the first social media post. (Name: e.g. Instagram_Post1 or Facebook_Post1 and so on)

Rating: Score 22 points

Task 4:

Sketch a storyboard as a basis 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.

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

Duration: about 2 hours

Product: Storyboard. Can also be submitted as hand-sketched (template sheets and pencils are available)

Rating: Score 25 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), structure (0.5), legal form (0.5)	Max. 4
	Complete SWOT-analysis (at least one factor per quadrant) incl. conclusion (1)	Max. 3
	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 (1), milestones (1)	Max. 8
	Company name (1) and logo (5)	Max. 6
	Proposition for main office with justification	Max. 1
	Reasonable budget for two years	Max. 2
Total points		Max. 32

Task 2	Assessment criteria	Score
Create a flyer		
	Creativity: choice of subject and content (Text, Pictures, Graphics); suitable to the sales channel(s)	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. 2
	In compliance with typographical rules	Max. 2
	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 a website and content for a social media channel		
	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
	Social media post	Max. 6
Total points		Max. 22

Task 4	Assessment criteria	Score
Create a storyboard		
	Message of the video obvious/apparent	Max. 4
	Target group(s) addressed	Max. 3
	Emotions generated	Max. 3
	Timing / dramaturgy	Max. 3
	Execution of the storyboard (Description of scenes, drawings and so on)	Max. 12
Total points		Max. 25

Additional evaluation	Assessment criteria	Score
Additional evaluation for consistency (Look and Feel)		
	The concept and the derived products (flyer, screendesigns, social media channel and storyboard) 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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