

# Collegiate ECHO Marketing Challenge

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# BOXED

**Client Brief | Official Rules**



[www.marketingEDGE.org](http://www.marketingEDGE.org)

## **ABOUT BOXED:**

Boxed allows customers to shop for bulk household items online and have them shipped directly to their door with no membership fees and free delivery on all orders over \$49.

In August of 2013, a group of tech pioneers came up with an idea to make wholesale shopping convenient, easy and fun. Chieh Huang, CEO of Boxed, started the e-commerce store in his parents' New Jersey garage. Now, Boxed has three distribution centers in New Jersey, Nevada, and Dallas and launched its private label brand, Prince & Spring in 2015. With Boxed, customers are given the ability to easily shop the products they need on an easy-to-use mobile app and website. For home, for work, and for life, the employees at Boxed love the work they do for their customers and have done many things to give back. The CEO announced that he would pay for the weddings of the employees and the college tuitions of their children. Boxed has also started a #RethinkPink campaign to end unfair pricing on women's hygiene products.

## **TARGET AUDIENCE:**

The campaign should be targeting affluent families, primarily focusing on moms. These moms are super busy, often working, who also manage the household while living in a suburban area. They spend less time between orders, but more time building their cart and love the Prince & Spring private label. They also have a huge referral impact and are much more likely to refer other customers.

## **THE CHALLENGE:**

Students can choose from one of the following markets: San Diego, Washington DC/Virginia/Maryland suburbs, Charlotte, or Raleigh. Your challenge is to create a local integrated marketing campaign for the Boxed brand identity in the most cohesive, consistent, continuous, and complementary way. Your challenge is to use digital, non-digital, word of mouth, and guerilla marketing tactics to acquire new customers that fit within our target audience.

## **THE OBJECTIVE:**

Increase **traffic and sales** from this target audience.

## **CAMPAIGN REQUIREMENTS:**

Budget: \$250,000 USD, no more than \$75,000 can be allocated to non digital media

Must include word of mouth/referral tactic

Video asset is optional

## **CAMPAIGN LENGTH:**

The campaign should run during the first quarter of a calendar year.

## **JUDGEMENT CRITERIA:**

Will be primarily judged on creativity of channel usage – the more non traditional and efficient use of money, the better.

## **QUESTIONS?**

To make this process more efficient, please note that only questions from faculty and students who have registered for the Challenge will be answered. Boxed and Marketing EDGE will not take questions at their offices. We instead ask that students ask their faculty advisor as the "first line of defense," as faculty are equipped with additional information about the campaign. If they don't have the answer, we ask both faculty and students to first compile their questions and email them to [admin@marketingEDGE.org](mailto:admin@marketingEDGE.org) .

## WHO MAY ENTER?

1. The Fall 2018-2019 Marketing Challenge is open to all undergraduate and graduate students, worldwide, in all majors. Only entries in English will be considered.
2. Only teams comprised of two (2) - five (5) students may participate.
3. Undergraduate and graduate students may not combine to form teams. Graduate and undergraduate entries will be judged separately.
4. The Challenge must be started and completed during the Fall 2018-19 semester.
5. Only teams that register by submitting an Intent to Compete Agreement before the deadline shown on p. 4 may participate. See further requirements below.
6. Teams may work independently or with a faculty advisor. Faculty advisors may guide in the manner of teaching, but must not assist with work on the campaign, developing the marketing strategy, media or creative plans, or making final decisions regarding the campaign. No two teams should have the same marketing strategy, media or creative plan.

## REGISTRATION REQUIREMENT

**Registration:** Intent to Compete Agreement Forms are Required by Each **Faculty Advisor** and each **Student Team Member** via the link at [www.CollegiateECHO.org](http://www.CollegiateECHO.org) by the appropriate deadline (see p. 4). You will be asked to set up an account on the Open Water registration and reviewing platform before accessing the form.

**STUDENTS:** Once you've been assigned to a team and have a unique team name:

1. Complete the online Intent to Compete Agreement Form. This form requires the team members' names, emails, graduation month(s)/year(s), and permanent mailing addresses (to award prizes).
2. The Team Leader may complete their own agreement form but not their team members' forms.
3. If at least two (2) team members register, i.e., the Team Leader and one member, the team is eligible to submit their campaign proposal. Any team members who do not register by the deadline will not be eligible to receive prizes or certificates. No deadline extensions will be granted.
4. All team members must use the exact same team name, including the same punctuation, capitalization, spacing and spelling. If team members submit non-matching team names, the team may be deemed ineligible.
5. Upon completion of this agreement, each team member receives a link to a choice of a complimentary 90-120-minute online learning module.

**FACULTY:** It is recommended that faculty advisors complete this form before the semester begins. The form requests contact information and:

1. The number of teams expected to participate,
2. The capacity in which they will participate (course work, independent study or capstone course, marketing club, etc.).
3. Upon submission of the **Intent to Compete Agreement** form, **faculty advisors** receive links to teaching resources and past winning entries for the Challenge.

## STUDENTS: ENTERING YOUR TEAM'S CAMPAIGN PROPOSAL

1. Download and review the 2018-2019 Collegiate ECHO Marketing Challenge Client Brief / Official Rules Booklet, and review the Collegiate ECHO website materials. The Official Rules are located at [www.collegiateECHO.org](http://www.collegiateECHO.org).
2. The school must **not** be identified anywhere in the entry or in the team name, except (optionally) in the team photo description, which is uploaded in a separate area, and is not judged. For the team photo, identify the members shown in a separate Word document (e.g., Team Name left-right: Name1, Name2, etc.). Although you also may include your team photo as part of your proposal (without school identifiers), the photo is then subject to being judged as part of the proposal.
3. Only the team leader may post their team's entry deliverables including video files to their Open Water (our registration and submission platform) account linking from [www.collegiateECHO.org](http://www.collegiateECHO.org).

4. FILES SUBMITTED: The team name must appear in each file name.
  - a. VIDEOS: If external video links are provided, e.g., YouTube, create a separate 1-page document containing the links and identifying them, for example, visual summary, video advertisement to consumers, etc. In addition to this document, video links also may appear in the Executive Summary, Proposal, Appendices and/or Visual Summary as part of the proposal. Submit backup video files as well.
5. The team name and the team members' names must appear on the title page of all documents and at the start of the video if used as the Visual Summary requirement, without school identifiers.
6. Marketing EDGE and Open Water are not responsible if judges cannot open your files. We suggest you test the files after uploading them.
7. Projects that do not adhere to all Challenge rules and include all required deliverables will not be eligible for judging.
8. Participants are encouraged to submit their resumes, as employment opportunities with companies that support Marketing EDGE may be available after the Challenge concludes.
9. All team members will need to register by the deadline. Later in the semester, we will reopen your registration forms to receive updates, corrections, and for team leaders, final submissions.
10. **AGREEMENT:** By their participation, all team members and faculty advisors agree to adhere to the rules in this booklet, at [www.CollegiateECHO.org](http://www.CollegiateECHO.org), and in the online **Intent to Compete Agreement**.

## JUDGING

The goal of the Collegiate ECHO Marketing Challenge is to generate excellent marketing thinking, strategy and quality creative work, with a focus on strategy that stems from research.

### Overview of Judging Procedures and Awards

1. Final judging for both semesters will take place from late December 2018 to mid-January 2019. All decisions made by the judges are final. Prizes will be awarded at the discretion of Marketing EDGE and Boxed.
2. Each entry will be evaluated by different judges, who are professional marketers and client representatives. Each deliverable will be judged on the quality of the market research, marketing strategy, creative strategy, media plan, and ROI (return on investment / budgeting / analytics, using a scoring rubric that is made available to faculty.
3. Entries scoring within the top 10% are selected to be designated as semi-finalists. Ultimately, Boxed selects the Gold, Silver and Bronze winners as well as honorable mentions from among the semi-finalists.
  - a. The judges, Marketing EDGE and Boxed also may give Honorable Mentions to those teams that demonstrate excellence in the following individual categories:
 

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|---|---|
| <ul style="list-style-type: none"> <li>• Market Research</li> <li>• Marketing Strategy</li> <li>• Media Plan</li> <li>• Budgeting / ROI</li> <li>• Metrics / Analytics</li> </ul> | <ul style="list-style-type: none"> <li>• Creative Strategy</li> <li>• Executive Summary and Appendices</li> <li>• Visual Summary</li> <li>• Innovation</li> </ul> |
|---|---|
5. Distinctions will be awarded in separate divisions: to the winning undergraduate teams and the winning graduate teams. Only undergraduate teams are eligible for cash awards.
6. Qualifying team members are eligible to apply for Marketing EDGE Scholarships. Visit [www.CollegiateECHO.org](http://www.CollegiateECHO.org) to see the prize structure.

## DEADLINES | KEY DATES

Please be mindful of these deadlines as no extensions will be granted:

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| <b>Oct. 15, 2018</b>                         | <b>Intent to Compete Agreement</b> must be completed by each team member.  |
| <b>Dec. 10, 2018</b>                         | Entry presentation due for teams, submitted by team leader.  |
| <b>Mid-Dec. 2018</b><br><b>Mid-Jan. 2019</b> | Judging of presentations.  |
| <b>End of Jan. 2019</b>                      | Notification of results to faculty via email.  |
| <b>March 15, 2019</b>                        | Acceptance and selection of prizes by eligible winning undergraduate team student members. Prizes not claimed by this date will be forfeited. We therefore suggest that at the time you register, you provide an alternate email where you can be reached during school breaks, or in case your school's firewall blacklists emails from us. |