



**CANADA'S NEXT
TOP•AD
EXEC**

**SUBMISSION DETAILS:
PHASE ONE
2016-17**

SUBMISSION DETAILS

PHASE 1: THE ELEVATOR PITCH

Students must develop a two-page summary of their Marketing Communication Strategy, Core Idea and Implementation Plan. Each group (max. 2 team members) must submit the following elements:

- Elevator Pitch – TWO pages written - you can include up to THREE pages of supporting work as appendices
- Total document cannot exceed FIVE pages
- Formatting: Arial font – TEN pt, ONE INCH margins, single spacing

PHASE 1: SUBMISSION CHECKLIST

- Ensure that **all formatting rules** as per the submission guidelines are followed for all pages (including appendices)
- All elevator pitches should not include any reference to **personal information** (e.g. photos, school & names)
- All submissions must have two attachments:
 - 1) **Official Cover Page** in Microsoft Excel format
 - 2) **Elevator Pitch** in Microsoft Word format
- All submissions must be sent to **submit@topad-exec.com** (as two attachments)
- No submissions will be accepted if received past **January 23rd at 12:00:00PM EST**
- The judges reserve the right to disqualify any submissions that do not follow the aforementioned guidelines

SUBMISSION DETAILS

Here are some suggested guidelines for your consideration:

BUSINESS CONTEXT AND MARKETING OBJECTIVES

- What does the market landscape look like vis-à-vis the proposed service offering by General Motors? What is the goal of your marketing campaign? How many reserving members of Maven will this marketing program deliver? Discuss ROI based on proposed cost per acquisition.

COMMUNICATION OBJECTIVES

- What is the overall communication goal of this campaign?

THE COMPETITION

- Who will be Maven's top competitors according to your research? Feel free to use your analysis to highlight your own competitive insights.

TARGET AUDIENCE ALIGNMENT AND POSITIONING

- Identify the specific cohort amongst millennials that will represent your strategy's target market.
- Include consideration for the relevant demographics and psychographics.
- What do you want potential customers to think of Maven? How will you expect them to differentiate it from other service offerings?

CREATIVE STRATEGY LEADING TO THE BIG IDEA

- Support your Big Idea with a summary of the consumer insights you can dig into after "reading" your target market and listening to "their voice," which helped you reach the Big Idea. Are there any barriers to conviction?
- The broad components making up your creative strategy: for example features/benefits of the Maven brand you are promising to the audience, support (why should they believe you: claims and promises) and tone.

CREATIVE EXECUTION

- Outline how your strategy will be implemented.
 - i.e. Breathe life into your idea (What will your plan look like?)
- Concepts and visual renderings are welcome in the appendix; however they must comply with the page limit.

CHANNEL/MEDIA STRATEGY

- Where, how and why will you deliver your message? Summarize media objectives, media strategy and rationale, along with media tactics and media budget.
 - Include consideration for how the media budget will be allocated (e.g. incentives to recruiting members, advertising initiatives)
- Use of all digital space is encouraged, as is non-traditional media elements.
 - i.e. an Integrated Marketing Communications Channel Mix

CONCLUSION

- Summarize why you believe your proposed plan is effective.