



2011 NLC FBLA MARKETING CASE FINAL CASE STUDY

PARTICIPANT INSTRUCTIONS

1. You have 20 minutes to review the case.
2. Presentation time is seven minutes. At six minutes the timekeeper will stand and hold up a colored card indicating one minute is left and at seven minutes the timekeeper will stand and hold up a colored card indicating time is up.
3. The presentation is interactive with the judges who will ask questions throughout the presentation. The judges will play the roles of Super Brand Board of Director members (or judges may change names). You are on the marketing/management team for Super Brand and the board of directors has asked you, as team representation, to describe the public relations campaign for the retail giant.
4. You will be given two note cards.
5. Cover all the points described in the case and be prepared to answer questions posed by the judges.

PERFORMANCE INDICATORS

- Explain the nature of effective written communication
- Explain the nature of a promotional plan
- Explain the types of promotion
- Write informational messages.
- Explain the role of promotion as a marketing function

CASE STUDY SITUATION

You are to assume the role of the marketing/management team for a major national retail super store (Super Brand). Each year Super Brand sponsors a major charity to benefit the local community; this annual promotional event costs \$500,000. The Board of Directors for Super Brand has called a meeting to hear your plan for this year's Super Brand charity.

Sales for your retail giant are annually in the billions. The success and size of your company provide fuel for media criticism. Your position requires you to select, organize, and successfully manage a charity event that helps the special cause and gives the company positive public relations. Frequently the events involve the company and customers. Sometimes the store will give a percentage of sales or match contributions given by customers for the specified charity. Last year your company raised \$30 million for tornado victims in the United States.

The board of directors wants to know which charity you have chosen and why. They also want to hear all forms of publicity to kick off and publicize the campaign for the chosen charity. You must present a sample news release for all major newspapers across the United States to inform the public about the positive influence your company has in the community.

THINGS TO CONSIDER

- Analyze the current needs of the community where Super Brand is located
- Understand the importance of a promotional plan
- Create publicity that sheds a favorable light on the organization
- Communicate a public relations project effectively to the community
- Consider the cost and benefit from a PR campaign
- What is the strategy to turn public perception of Super Brand from retail giant to community participant?



**2011 NLC FBLA MARKETING
FINAL CASE STUDY
JUDGES' NOTES**

JUDGING THE PRESENTATION

1. This is a role-playing event with judges portraying the members of the Board of Directors for Super Brand, a retail giant.
2. Review the Judges' Instructions and the Case Study Situation.
3. After introductions, the participant will begin providing a public relations/charity campaign to give Super Brand positive public relations and change current public perception of the organization.
4. This is an interactive event, so treat the presentation as a conversation. The time allowed is seven minutes for the conversation. A timekeeper will stand at six minutes and at seven minutes the timekeeper will stand and hold up a colored card indicating time is up.
5. After asking the standard questions listed below, you may ask other questions specific to the current participant. However, if you do this for one presentation, you must ask additional questions to all groups.
6. You will close the event by thanking the participant.
7. Complete the rating sheet.

JUDGES' INSTRUCTIONS

Your team (judges) represents the board of directors for Super Brand, a retail giant. Each year Super Brand sponsors a major charity to benefit the local community; this annual promotional event costs \$500,000.

Sales for Super Brand are annually in the billions. The success and size of your company provide fuel for media criticism. You have requested the marketing/management team for Super Brand (participants) to select, organize, and successfully manage a charity event that helps the special cause and gives the company positive public relations. Frequently the events involve the company and customers. Sometimes the store will give a percentage of sales or match contributions given by customers for the specified charity. Last year your company raised \$30 million for tornado victims in the United States.

You have called meeting with the marketing/management team and will meet in their office to hear their public relations campaign for Super Brand.

1. How does Super Brand overcome the stereotype of being a retail monopoly?
 - What positive characteristics should Super Brand emphasize to the public?
 - How can a public relations/charity event turn around public opinion about Super Brand?
 - How does Super Brand gain better access to favorable media coverage?
2. What is our promotional plan?
 - What is the best strategy for kicking off the charity (PR) campaign?
 - What type of media coverage can be used to publicize the charity (PR) campaign?
 - What will be the major events involved with our promotional campaign?
 - What is the timeline for our promotional events?
3. How will this campaign be cost effective?
 - How can we justify spending more than \$500,000?
 - What are the projected financial benefits from this PR campaign?
 - How can we measure the value of goodwill created by this PR campaign?
4. How will we make customers aware of our event?
 - What type of in-store advertising can be used effectively?
 - How do we survey customers to determine which special cause they value the most?
5. How do we determine which special cause to sponsor?
 - What type of research needs to be conducted to determine the most urgent needs of the local community?
 - What strategy can be implemented to generate maximum community involvement?
 - What incentives do we provide the media to gain favorable publicity?