

# Our Kids Win! Marketing Plan Competition Awards and Implementation



# Agenda

- Judges & Observers
- And the Winner Is . . .
- Implementation & Participation



# Judges & Observers

## MPS

- Barbara McGann
  - Superintendent
- Martin Levins
  - President, Education Foundation
- Erica Tuton
  - Coordinator of Grants & Inst'l Advancement

## EdNets

- Richard Trembowicz
  - Founder
- Jim Daniell
  - CEO
- Gene Cornfield
  - VP Marketing



And the winner is . . .

# Award Categories

- Best Market Analysis
- Best Leveraged Economics
- Best Creative Problem Solving
- Best Balanced Awareness Plan
- Best Collateral
- Best Leverage of Community Parents
- Best Organized/Articulated Presentation
- Best Member Strategy
- Best Merchant Strategy



# The "Eddies"



# Best Market Analysis

Standout ideas & concepts

- Great use of props
- Incentive program for students
- Advanced analytical models

Best Market Analysis

Team 4!

Dulio, Brian, Taylor, and Lauren



# Best Leveraged Economics

## Standout ideas & concepts

- Networking/virality
- Tap competitive spirit in Marlborough
- Potential synergies with colleges

Best Leveraged Economics

**Team 1!**

Michael, Jimmy, Hillary, and Travis



# Best Creative Problem Solving

## Standout ideas & concepts

- Cross-promotion with other community events
- Assigning each Member a promo code to use at all retailer web sites

Best Creative Problem Solving

**Team 2!**

Andre, Corey, Connor, and Jonathan



# Best Balanced Awareness Plan

## Standout ideas & concepts

- Equal depth on Members and Merchants
- Get people out into the community
- Integrated, consistent, and visible promotion at school events
- Big bonus for winning school [district]

Best Balanced Awareness Plan

Team 3!

Chris, David, and Angel



# Best Collateral

Standout ideas & concepts

- Clear and well-organized
- Core message callouts
- Simple, simple, simple

Best Collateral

**Team 3!**

Chris, David, and Angel



# Best Leverage of Parents

Standout ideas & concepts

- OurKidsWin! credit/debit card
- Recruit boosters

Best Leverage of Parents

**Team 6!**

Rufus, Elizabeth, Maryellen, and Angela



# Best Organized/Articulated

Standout ideas & concepts

- Best understanding and communication of core ideas
- Focus on the core: fast and simple
- Include rewards to shopper

Best Organized/Articulated

**Team 7!**

Stephen, Christopher, and Tanya



# Best Member Strategy

Standout ideas & concepts

- Tap faculty
- Sell OKW merchandise
- Ads on game tickets and scoreboards
- Conducted primary research

Best Member Strategy

**Team 5!**

Tyler, Matthew, Victoria, and Patrick



# Best Merchant Strategy

Standout ideas & concepts

- Virtuous circle
- Leverage kids

Best Merchant Strategy

Team 7!

Stephen, Christopher, and Tanya



# Best Overall Marketing Plan!



Best Overall Marketing Plan  
(Runner-Up)

**Team 7!**

Stephen, Christopher, and Tanya



# Best Overall Marketing Plan

## Team 5!

Tyler, Matthew,  
Victoria, Patrick

## Team 4!

Dulio, Brian,  
Taylor, Lauren



# And There's More!

- Papa Gino's SVP of Brand Development very impressed with what you're doing
- Awarding two FREE pizza certificates to each team!



# Community Implementation Plan

- Take the best from each team's plan
- Develop a Master Plan that integrates the best-of-the-best
- Segment into two teams
  - Awareness/Member Acquisition (Gene)
  - Merchant Acquisition (Rich)
- Teams execute Master Plan
  - Led by Best Overall winners
  - Participation open to all



# Opportunities for Participation

- Awareness/Member Acquisition Team
  - Team Leaders:
  - Team Members:
  - OKW Lead: Gene
- Merchant Acquisition Team
  - Team Leaders:
  - Team Members:
  - OKW Lead: Rich



