

Junior Achievement Company of Entrepreneurs Secondary Early Entrepreneurship Development

2018 MARKETING MAVEN COMPETITION

FAQ (FREQUENTLY ASKED QUESTIONS)

What is the Marketing Maven	The Marketing Maven Competition is how the company intend to increase sales through marketing their products
Who will be in charge of this production?	The marketing team with overall responsibility of the Vice President of Marketing
What should be involved in the competition submission?	A written marketing plan (no more than 500 words) plus a video no longer than 45 seconds
What should the video focus on?	The video should focus on marketing your product to increase your sales
Who is eligible to enter	All JACE SEED student companies can enter this competition
What are the deadlines?	Nov 6 Submission starts Nov 19 - Submission ends @ midnight (online & marketing plan) Nov 21 - Online judging begins on Facebook & other social media used (# of likes) Nov 28 - Online Judging ends
How will our company be judged?	There are 2 parts to the judging. The written and the video production .Below is a matrix on how the company will be judged
What are the prizes	1 st Place - \$25,000.00 2 nd Place - \$15,000.00 3 rd Place - \$10,000.00 - Be featured on Junior Achievement’s website and Facebook - Get points towards Company of the Year score

MATRIX (How your marketing strategy will be judged)

Points	1 (not shown) to 10 (exceeds expectation)
Criteria (Marketing Plan)	
- identifies the customer segment	
- identifies the value proposition	
- customer relationship is clear defined	
-identifies the marketing activities	
-identifies the channels in which the products will be sold	
Demonstrates energy and excitement	
High Engagement (likes)	
Persuade the market to do something with the product	
Demonstrated competitive difference	
Explanation of material used	
Product Design is creative and innovative	
Text is original and creative	
Criteria (Commercial Video)	
Video used proper lightening	
Placement of individuals were appropriate	
Sound effect	
Action aligns with audio	
Demonstration of Team work for production	
Total	