

Regional Championships "Mediamatics" 2022

„Marketing with Web and Print“

1 Introduction

In order to qualify for a place at the Swiss Competition / Swiss Trade for mediamatics, regional championships will be held. The best competitors of the regional championships from the last and this year will be allowed to participate at the Swiss Championships (SwissSkills 2022).

2 Name of the Task: «Marketing with Web und Print»

The regional competition for “Mediamatics” runs under the short title: «Marketing with Web and Print».

The task comprises several of the topics mediamaticians are supposed to know. The results of the trade (competition) should indicate that the candidates are able to create a short marketing-concept and to implement two methods of the marketing-mix.

3 Brief Description

The regional competition is aimed at mediamaticians who are in their 2nd, 3rd or 4th year of training.

The competitors have to solve the following tasks:

- Create a short marketing-concept to support a startup company to break into the market (written in English; whole sentences or only keywords are enough; must be comprehensible)
- Create a logo
- Create a flyer as a marketing measure
- Design a layout of a website with a navigation structure (sitemap)

Competitors may use the Adobe CC Master Collection and Microsoft Office to solve the tasks. They have to use their own devices and can access the web. In addition, they have to find the images themselves for the website and the flyer. The images have to be royalty-free.

The following rules have to be fulfilled:

- Communication with other candidates is forbidden
- Communication with people over the web is also forbidden
- The tasks have to be done using Adobe CC Master Collection and Microsoft Office
- All tasks have to be done within the competition time
- The results have to be stored as a PDF and as the original document
- At the end, all the tasks have to be zipped and stored on the specified device
- Blank paper and a pen are provided
- No headset, headphones nor any other sound devices are tolerated

Whoever does not comply according to these rules will be disqualified.

4 Task for Regional Championship "Mediamatics" 2022

4.1 Introduction / Overview

Peter Smith is an electrician and wants to establish a new company. His aim is to do something against climate change. He wants to force the production of electricity by installing solar power plants on roofs and unused areas.

He has the opinion that now is a very good time to start this activity because:

- the supply of electricity is not ensured for the future
- the price for electricity will rise over the next few years
- the photovoltaic modules are cheaper, so that the installation is amortised much earlier

The name of the company is **MyEnergy**

Your task is to advise him in marketing affairs and implement some measures.

4.2 Objectives to be achieved

- Create a short marketing concept to become more known. Define and justify the sales channels.
- Find a slogan for the company.
- Create a logo as an important token of the new company.
- Create a flyer and organize the distribution campaign according to the target group(s).
- Design the layout of a website for the company and show the sales channels as well as the most important information.
- Keep the costs as low as possible.

4.3 Information about the company

Peter Smith will be successful because:

- He has a large knowledge about electricity. He also has a wide network of suppliers for the solar panels and the required equipment.
- He knows a lot of other craftsmen who work together. Therefore, he can offer different types of installations from one source.
- He is also open, if the client wants to help with the installation in order to reduce the price.
- He is able to mount small and large installations. He knows the market very well and can build cheaper as well as more expensive installations. The quality and the efficiency will be according to the price.
- He knows the possible financial aid offered by the state and can advise the clients accordingly.

4.4 Tasks for the Mediamaticians

**You have the order to support your client to break further into the market.
You can choose an area in Switzerland where you would start the company.**

Task 1:

Think about a slogan and a logo for the company and write the slogan (English) into your marketing-concept.

Create a short marketing-concept with at least a:

- Description of the task and the foreseen problem(s)
- Description of your vision, goals, target audience and slogan
- Short SWOT analysis with conclusion
- Description of strategy and marketing mix
- Description of at least 3 measures related to the SWOT and vision
- Planning of measures with rough termination and budget
- Slogan (English)

Create an appropriate logo.

Please also consider the assessment grid for this task at the end of this document.

Duration: about 1.75 hours

Products:

- The shortconcept includes 3-6 pages in English (keynotes are allowed if comprehensible) (as PDF)
- Slogan (written in the concept)
- Logo (as PDF and .ai)

Rating: Score 36

Task 2:

Create a flyer that highlights the services of MyEnergy and animates the customer to contact Peter Smith. The flyer can be one of your marketing measures.

You have to find your own royalty-free images in the web.

Please also consider the assessment grid for this task at the end of this document.

Duration: about 1 hour

Product: The flyer should be available as print-ready PDF.

Rating: Score 28

Task 3:

Create a website as a marketing measure.

(Important: You do not have to script a real homepage. You must only show the navigation structure and the layout of two different types of pages as described below.)

Create the content architecture (sitemap) of the page.

Create a layout proposal (only for desktop) for the site. This includes at least:

- the introduction page
- at least one page promoting a special service

The sample pages can be created using a programme of your choice.

You have to find your own royalty-free images in the web.

Please also consider the assessment grid for this task at the end of this document.

Duration: about 1 hour

Products:

- Document showing the content architecture of the promotional website (as PDF)
- Layout proposals of the introduction page [*document name: IntroductionPage.....*] and the special page [*document name: SpecialPage.....*] (as PDF)

Rating: Score 28

Additional evaluation for consistency (look and feel) and professionalism:

The jury evaluates, besides the factual and technical accuracy, the consistency (look and feel) and the professionalism of the work submitted.

Products: all

Rating: Score 8

5 Delivery of the tasks

After completion of the tasks the documents are to be stored as PDF documents. Please store the raw files too and create a folder for every task [*e.g. Task1_MullerRobert*]. The document name must indicate the part of the task that is solved [*e.g. Task1_logo_MullerRobert.pdf*]. The documents are to be packed (zipped) and must bear the name and surname of the competitor [*e.g. Reggio_2022MullerRobert.zip*] and be saved on the USB flash drive provided or where the supervising person tells you.

Duration: max. 15 minutes

Assessment grid

Task 1	Assessment criteria	Maximum Score
Create marketing –concept, slogan and logo		
	Recognize task and problem(s)	2
	Vision, goals, target audience	3
	Appropriate slogan	2
	SWOT analysis complete (4P) with conclusion (1P)	5
	Strategy (2P) and marketing mix [4 Ps] (2P) with correlation (1P)	5
	At least 3 measures (related to the vision and SWOT)	3
	Planning of measures including rough termination and budget	6
	Appropriate logo; well designed	10
Total points		36

Task 2	Assessment criteria	Maximum score
Create a flyer		
	Creativity: choice of subject and content (text, image, graphics)	7
	Professionalism of implementation (e.g. crop photos; interplay of text, picture and graphic elements; overall composition; precision; quality impact)	8
	Important information of products and services included	6
	In compliance with typographical rules	3
	Implementation error-free (spelling, text in English)	2
	Print-ready PDF	2
Total points		28

Task 3	Assessment criteria	Maximum score
Create a layout of a web-site		
	Content architecture is created and is logical	4
	Creative performance of the screen design (including look and feel)	6
	Professional implementation (work out) of the screen designs (not only mockups; reasonable content visible)	16
	Quality Assurance (error-free [written in English], logic, use of additional aids)	2
Total points		28

Additional review	Criteria	Maximum score
Additional evaluation for consistency (look and feel) and professionalism		
	The proposed solutions are well thought out and based on an overall concept. The look and feel based on the developed CI / CD is comprehensible	4
	The presented results of tasks 1 - 3 correspond to a good, professional market level	4
Total points		8

Overall total points		100
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