

Regional Championships "Mediamatics"

„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.

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 marketing-concept and to implement two methods of the marketing-mix.

3 Brief Description

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

The competitors have to solve the following tasks:

Regional Championship (about 4 h)	Swiss Championship (about 8 h)
<ul style="list-style-type: none">• Create a short marketing-concept to launch a product onto the market (to be written in English; keywords are enough, if comprehensible)• Create a flyer or poster as a marketing measure• Design a layout of a website with a navigation structure (sitemap)	<ul style="list-style-type: none">• Create an overview of the planning of the work with organization, milestones etc.• Create a communication-concept• Create click-dummy (Web)• Create an advertising page for a magazine (A4)• Create a storyboard for a video clip

Competitors may use the Adobe CS6 or CC Master Collection and Office 2010 or higher. In addition, pictures will be provided.

4 Task for Regional Championship Mediamatics

4.1 Introduction / Overview

The children's zoo "Happy Land" in Zofingen, Switzerland, is the only children's zoo which includes animals from the Arctic Circle. "Happy Land" has been in existence since 1955. Two months ago the zoo gave home to 5 arctic foxes. In doing so, the zoo wants to draw attention to the big impact of climate change, while also increasing the attractiveness of the Happy Land and attracting more visitors.

4.2 Objective to be achieved by the the zoo with the inclusion of 5 arctic foxes:

- With the addition of 5 arctic foxes, the number of species of animals will be increased. The zoo Happy Land is the only zoo in Western Europe showing arctic foxes in their natural habitat. Even a ice enclosure of 50 square meters was built (a small ice house is equipped with a refrigeration system that works by solar power to produce the necessary ice).
- The zoo must double the number of visitors over the next 5 years if it is to survive in the long-term. Therefore, in the coming years an increasing number of animals will be taken at the zoo, which are not or only very rarely seen in other zoos.
- The geographical location of Zofingen will be used specifically for publicity.
- As part of the strategy of sustainability and the connection to nature the zoo wants to raise awareness in the context of global warming.

Background information:

The Children's Zoo "Happyland"

- Founded in 1955 by the family Imhof from Zofingen. (Dr. Gustav Imhof (1898 - 1985) was a biologist and co-founder of the research group "Arctic Life" which conducted substantial research projects at the north and south pole together with the ETH Zurich and the International Society of Science (headquarters in London).
- Family-held company in the 3rd generation. 15 employees at the zoo; many of them volunteers or on a nominal wage (eg. pensioners). The zoo also regularly awards summer jobs to young people during the Easter, summer and autumn holidays.
- The Happy Life is visited by approximately 20,000 people a year. With entrance fees of CHF 18 for adults, CHF 5 for children/young people and a family ticket for CHF 35, the zoo never reaches the break even. The lack of funds of approximately CHF 200,000 annually is provided by the City of Zofingen and some private benefactors.
- The most important challenge for Happy Land is the welfare of the animals at the highest level. The zoo management is aware that it requires great efforts to create a habitat that is as close as possible to the natural environment of each species.
- The zoo has a quality certificate as well as a sustainability certificate.
- The zoo is pursuing a growth strategy since today's visitor numbers are insufficient to keep the zoo running in the longer term. The locational advantage of Zofingen should be specifically utilized.
- The motto of the zoo is: "Happy Land Zoo - Animals, Nature, Joy. For Young and Old "

Global warming and animals in the Arctic Circle

Animals from the Arctic Circle are at high risk due to climate change. Due to the increasing global warming, the habitat of these animals is changing. The ice at the North and South Pole is melting. Sea levels are rising. The permafrost are partially melting and the soil is getting fruitful. Therefore, animals that basically live in the temperate climate zone are migrating to the warming polar regions and are competing with polar animals for food and habitat.

The arctic fox (Source: WWF Switzerland)

Characteristics

Size: 50-65 cm (head and body), 25-30 cm shoulder height, 30 cm tail length

Weight: 5 kg (females); to 8 kg (males)

Age: 2-8 years

Food: Small mammals such as mice and lemmings, birds, dead fish, carrion, berries

Habitat: Canada, Alaska, Greenland, Iceland, northern Scandinavia and Russia

Special: The fur of arctic foxes is grayish-brown in summer and snow white in winter.

Threat: Change in habitat due to climate change

Population: more than 100,000

The arctic fox lives in the northern hemisphere where it is bitterly cold in winter. For example in countries such as Canada, Alaska, Greenland, Iceland, northern Scandinavia and northern Russia. The arctic fox is perfectly adapted to the cold temperatures. In winter, it grows a thick, white winter coat. This keeps it warm and camouflages it in the snowy landscape. So that the arctic fox doesn't freeze at its feet - hair grows on the soles of the feet. And its bushy tail can be used as a cuddly scarf. It survives temperatures down to minus 60 degrees celsius.

In the past, arctic foxes were heavily hunted for their extremely thick fur and were almost exterminated. Today, hunting this animal is prohibited in many countries. Therefore, there is a new threat: climate change. Due to climate change, it is getting warmer and the habitat of the polar fox is changing. The related red foxes are advancing more and more to the north, chasing the smaller and weaker polar foxes and taking away their prey. In winter the arctic fox has to rely on food that is left behind by larger animals, such as polar bears. Due to the melting ice in the Arctic polar bears are disappearing and with them the food that is left to arctic foxes.

The town of Zofingen

Zofingen is a city with approximately 11,000 inhabitants located almost in the center of Switzerland. Zofingen is about 30 - 45 minutes by car away from Lucerne, Zurich, Berne and Basel.

Whether from north to south or east to west, whether by car or by train, almost every path passes through Zofingen. Since the Middle Ages, Zofingen's central location has laid the foundation for its vivacity and diversity. Those who take the time to visit the picturesque old town or experience the annual children's festival will understand the longing for Zofingen felt by many people in other parts of the world, and will themselves gladly return to Zofingen again and again.

In the first century AD, there was already a Roman estate located just outside today's old town. In the eleventh century, the dukes of Frohburg established the Zofingen chapter house, and around the year 1200 granted Zofingen a town charter. In 1299, due to the conditions of inheritance, Zofingen came under the jurisdiction of the Habsburg. In 1415, Aargau was conquered by the Bernese and Zofingen became a Bernese

municipal city. In 1803, Zofingen was designated as a county seat in the newly-founded canton and thereby took on importance as a regional centre.

Today, Zofingen provides full-time employment to approximately 8,500 workers. Major industries (eg. Ringier Verlag) and various important events (eg. The Heitere Open Air concerts) contribute to Zofingen's national and international significance.

4.3 Tasks for the Mediamaticians

Imagine yourself working in a marketing and communications agency. You and your team are responsible for the new marketing and advertisement campaign of the Happy Land Zoo.

Task 1:

Think about a slogan for the zoo which relates to the arctic foxes.

Create a short marketing-concept that convinces the management of Happy Land.

The concept shows at least 5 measures how to increase the reputation of Happy Land nationwide and consequently attract more visitors

Make a SWOT analysis (**strengths, weaknesses, opportunities, threats**).

Duration: about 1.5 hours

Product: The short-concept includes 4-8 pages (word document) in any of the following languages: German, French, Italian or English

Rating: Score 30

Task 2:

Create a flyer or a poster that highlights the uniqueness of the Happy Land Zoo. The flyer will be required as hand-outs in tourist offices and so on. However, consider also other uses of this flyer.

If you decide for the variation "poster", please pay attention to the media-specific criteria for the use of posters.

Duration: about 1 hour

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

Rating: Score 30

Sample

Task 3:

Create a website to be used for the Happy Land Zoo.

(Note: You don't have to programme a real homepage. You must only show the layout and the navigation of a sample homepage.)

- Create the content architecture (sitemap) of the page.
- Create a layout proposal for the site. This includes at least: introduction page, interaction page (e.g. sketched idea of a shop), at least 2 pages of the 2nd navigation level and – if required - one side of the 3rd navigation level (if applicable).

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

Duration: about 1 hour

Products: Document showing the content architecture of the promotional website. Layout proposals of the introduction page and the sample pages.

Rating: Score 30

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 10

5. Delivery of the tasks

The documents are to be stored after completion of the trade as PDF documents . The documents are to be packed (zipped) and must bear the name and surname of the competitor and be saved on the USB flash drive provided. A backup copy must be made on the C-drive using the following folder name:

"Regional Trade 2015 mediamatics „First Name_Surname"

Duration: max. 30 minutes

Assessment grid

Task 1	Assessment criteria	Score
Create marketing concept		
	Recognize problem	max. 2
	Vision, goals, target audience	max. 3
	SWOT analysis complete with conclusion	max. 3
	Strategy and marketing mix	max. 5
	Measures (related to the vision and SWOT)	max. 5
	Planning of measures including rough termination	max. 5
	Budget provided and allocated to measures	max. 5
	Performance measurement provided	max. 2
Total points		max. 30

Task 2	Assessment criteria	Score
Create a flyer or poster		
	Creativity: choice of subject and content (text, image, graphics)	max. 10
	Choice of format and type of design (look and feel)	max. 5
	Implementation of the layout suggestions (e.g. crop image, overall composition, interplay of text, image and graphics)	max. 10
	Complied typographic principles	max. 3
	Error-free implementation (spelling)	max. 2
Total points		max. 30

Sample

Task 3	Assessment criteria	Score
Create a layout of a website		
	Content architecture is created and logical	max. 10
	Creative Achievement (including look and feel)	max. 5
	Implementation	max. 10
	Quality Assurance (error-free, logic, use of aids)	max. 5
Total points		max. 30

Additional review	Criteria	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	max. 5
	The presented results of tasks 1 - 3 correspond to a good, professional market level	max. 5
Total points		max. 10

Overall total points		max. 100
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