

Digital Marketing Competition

Info Session

Spring 2023



Terry College of Business
UNIVERSITY OF GEORGIA

Agenda

- What it is
- How it works
- Key Dates
- How to Register
- Forming Teams
- Video Introductions
- Kickoff Dinner
- Working with your coach
- Battle Round
- Knockout Round
- Final Round
- Winner's Trip

Digital Marketing
Competition



What is the Digital Marketing Competition

Team-based competition designed to give you **real-world marketing experience**, provide a **mentoring relationship**, and help you **grow your network** within the marketing community.

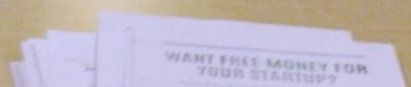
Eligible to all UGA Undergrads regardless of major





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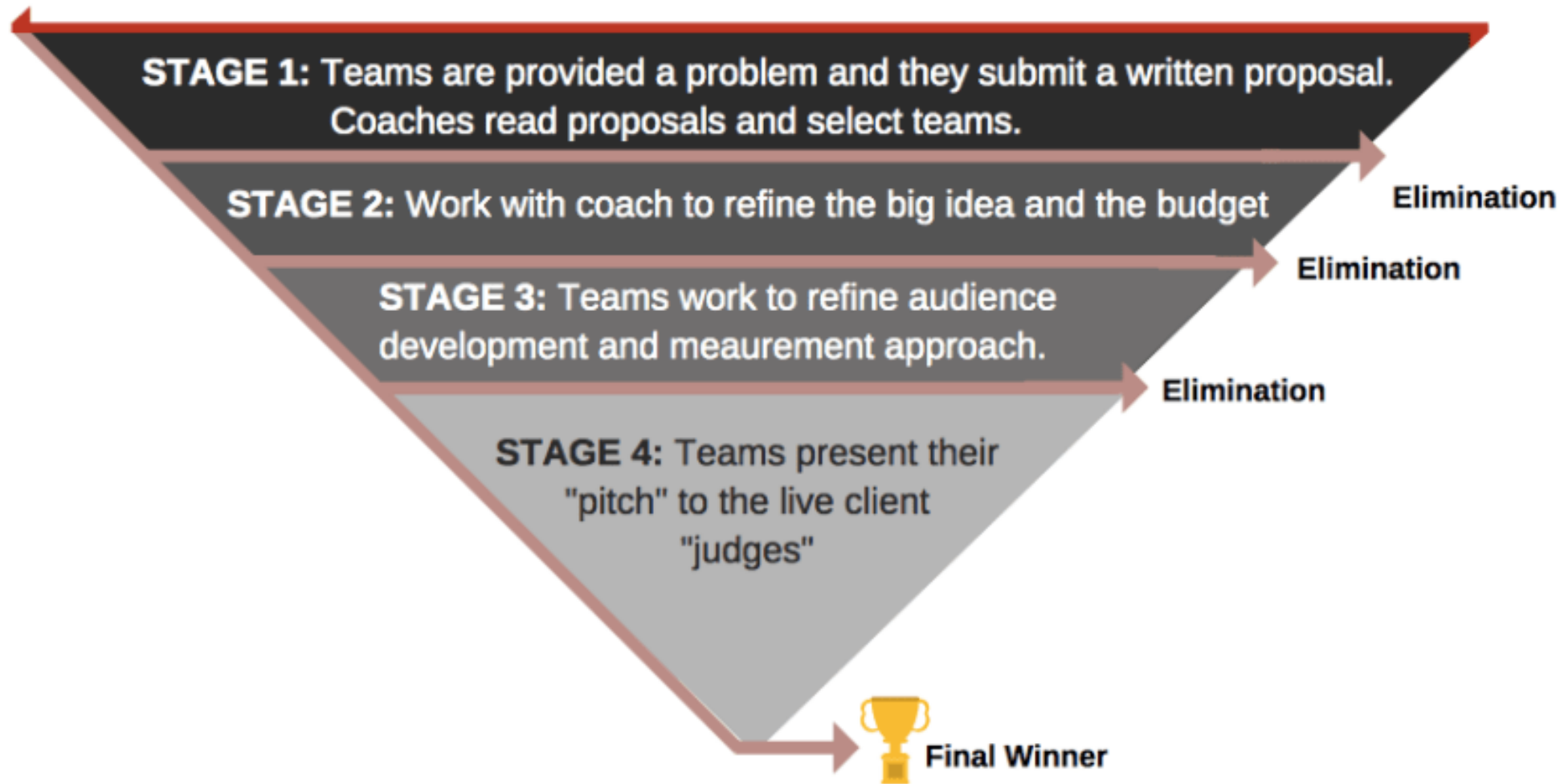
SUNTRUST FOUNDATION
PITCH DECK



FORMER CLIENTS

The Coca-Cola logo, featuring the brand name in its signature red script font.The IHG logo, consisting of the letters "IHG" in a bold, orange, sans-serif font.The Moe's Southwest Grill logo, with "MOE'S" in a stylized red font and "southwest grill." in a smaller, black, sans-serif font below it.The College Football Hall of Fame logo, featuring a blue shield with a white cross, the text "COLLEGE FOOTBALL HALL OF FAME" in white, and "and Chick-fil-A FAN EXPERIENCE" in blue below.The carter's logo, with the brand name in a blue, lowercase, sans-serif font.The Film Struck logo, featuring a stylized black "F" icon followed by the words "FILM STRUCK" in a bold, black, sans-serif font.

How It works



Like The Voice

Blind Audition

Teams are provided a problem and they submit a written proposal

Coaches read proposals and select teams

Blind Auditions end when every team has a coach (ideally 4 teams per coach)

Battle Round

Teams work with coach to refine the big idea and the budget

Coaches will eliminate one of their teams at the end of the Battle Round

Knockout Round

Teams work to refine audience development and measurement approach

Coaches eliminate two more of their teams at the end of the Knockout Round

Final Round

Teams present their "pitch" to the live client "judges"

Coaches have prepared their teams but cannot have an active role in the presentation



Key Dates

Key Dates/Deadlines



- November 11: Info Session - 12:30 Correll 218
- January 13: Fees Due
- January 13: Team Intro Video Due
- January 17: Coach's Draft Day
- January 20: Kickoff Dinner - Foundry Athens
- February 10: Battle Round Elimination
- March 3: Knockout Round
- March 24: Client Visit
- March 31: Final Round (Atlanta)
- April 14: Winner's Trip

How to Register

Register and pay as an INDIVIDUAL
Register as a TEAM

<https://digitalmarketingdawgs.com/dmc/register/>

Key Date: January 13 TEAM Entry & Payment Deadline

Entry Fee: \$50 per person payable by credit card or check



Forming Teams

The winning formula for your teams:

- People with the **same objective** as you
- People who will provide **equal contribution**
- People that you will **enjoy** working with
- People with **diverse skillsets**



Forming Teams

Team Roles:

- **Team Leader/Project Manager/Strategy**
- **Creative Lead** (both visual and/or copywriting)
- **Pitch Leader** (thinks through how to deliver for client need and also “win the pitch”)
- **Research Lead** (understands how to integrate the marketing data together)



Video Introductions/Blind Audition

Once your team is formed, you need to create a short video introducing your team.

- Does not have to be overproduced
- Explain why your team is well-suited for the competition

Coaches want to see:

- How you structure your team
- Relevant, non-school related experience
- Your personality



Key Date: January 13 Video Due

For inspiration, check out some previous introduction videos [here](#).





KATIE RYAN

PROJECT MANAGER

RAPPER NAME: IMMORTAL BEATZ

SPENT SUMMER SPECIALIZING IN

BRAND MARKETING

Video Inspo Basic



Video Inspo OTT

Draft Day

On January 17, the coaches will come together to watch the videos and draft their teams

You will be assigned a coach that evening





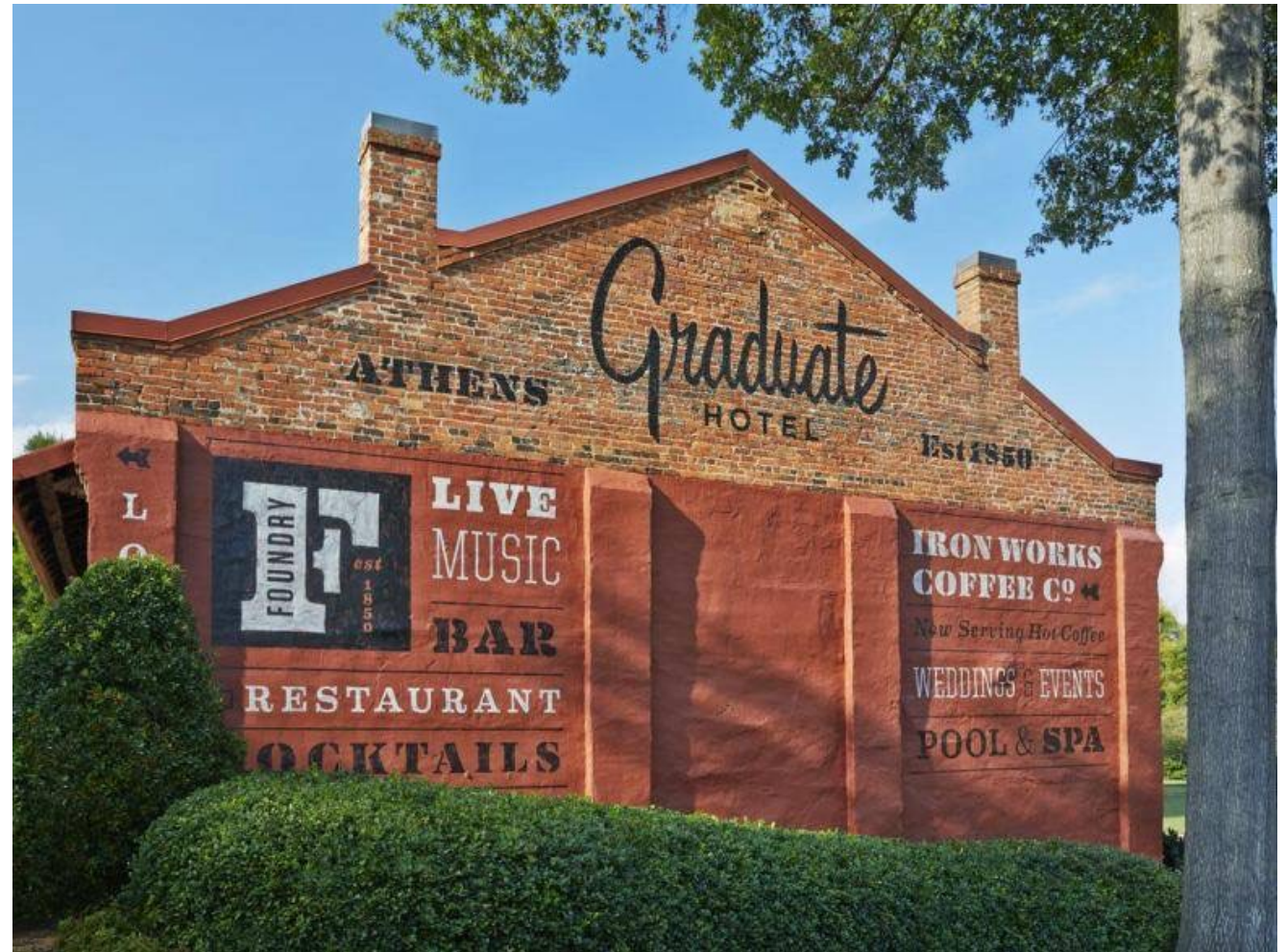
Kickoff Dinner

Kickoff Dinner

The kickoff dinner is the formal event where you will **learn about the marketing challenge**, hear the formal presentation **the client**, and **meet your coach**.

It is a seated dinner at the Foundry.

- Date: Friday, January 20
- RSVP: Friday, January 13
- Dress: Business Casual
- Start time: 6 pm





The Coaches

Working with your coach

At the kickoff dinner you will meet your coach for the first time.

From that point on, you will work with them on the business problem, and they will be key to your success in the competition.

Meetings and elimination rounds may be virtual and will be scheduled at mutually available times.



2023 Coaching Staff



Derek Van Nostran
CMO, VSIN



Russell Harrell
President, FSB Ideas



Daniela Gonzalez
Associate Strategy Director, BBDO



Teresa Caro
CMO, Sagepath



Shannon Delaney
Director Strategy, Launch



Steve Denker
Head of Marketing



Brian Rudolph
Digital Transformation, Eureka!



Joe Koufman
Founder, Setup



Battle Round & Knockout Round



Battle Round Elimination: Friday, February 10

Knockout Round Elimination: Friday, March 3



Final Round

The final round will be held in Atlanta. Each coach will put their final team to present to the client. The client will put a group of suits in the room to select the winner.

Final Round: March 31

To prep for this date, you get a lot of exposure to agencies and brands while you practice for the final pitch.



Winner's Trip

The final team will win a trip to LA where we will tour a couple of brands and agencies, have a party with LA Dawgs and mostly enjoy ourselves.





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This year's client

Next Steps

- Join the Digital Marketing GroupMe
- Register as an Individual
- RSVP for the Kickoff Dinner
- Register as a Team
- Create Team Video



Questions:

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