

# Digital Marketing Competition

Info Session

*Spring 2024*



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

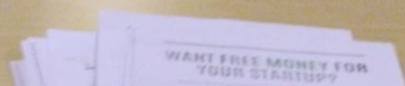






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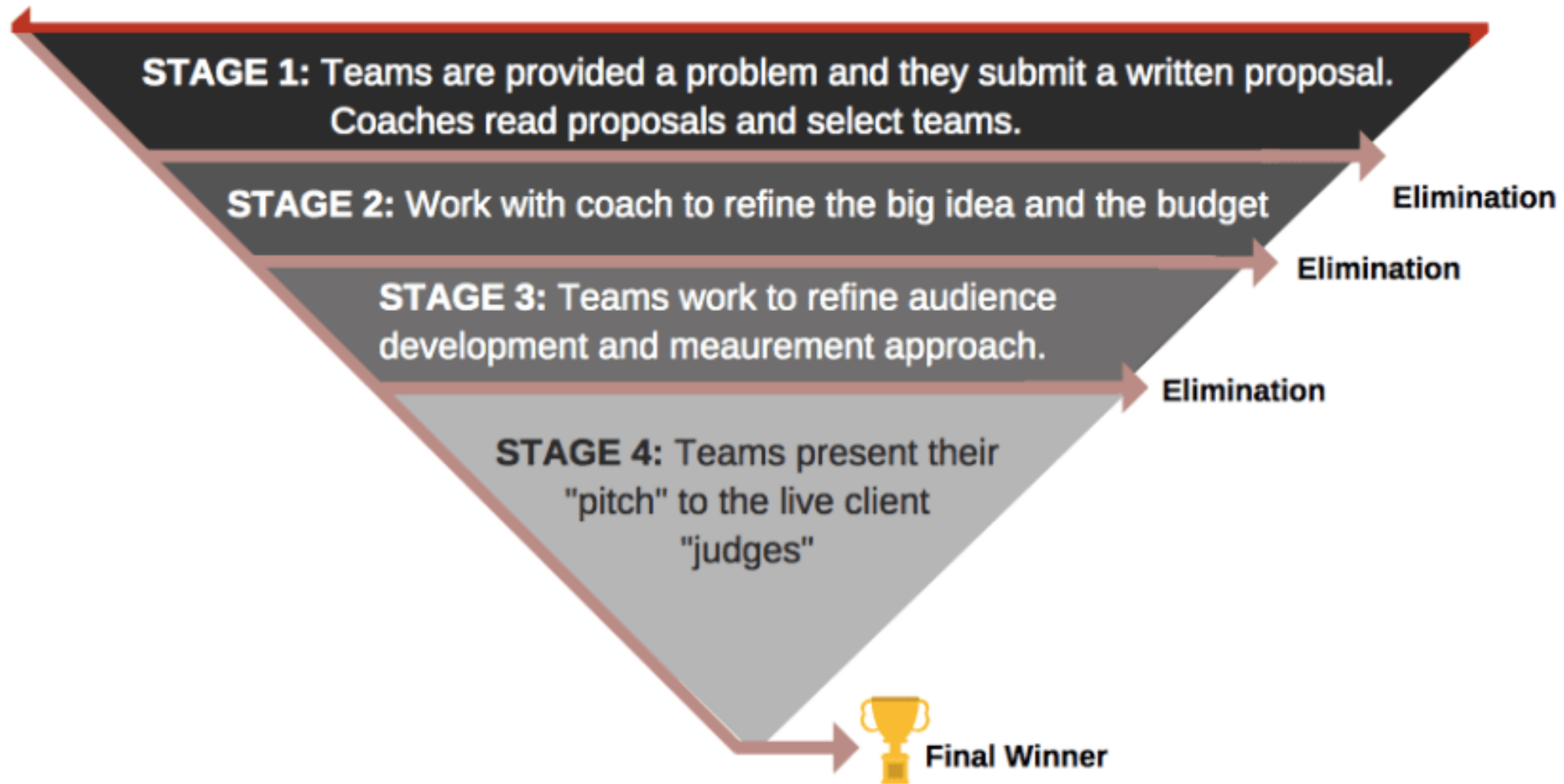




# Former Clients



# 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

## Important Dates/Deadlines



- December 6: Info Session - 10 am Orkin 007
- January 17: Entry Fee Due
- January 17: Team Intro Video Due
- January 19: Coach's Draft Day
- January 26: Kickoff Dinner
- February 9: Battle Round Elimination
- March 1: Knockout Round
- March 22: Client Visit for Final Teams (Atlanta)
- March 29: Final Round (Atlanta)
- April 11: Winner's Trip



# How to Register

Register and pay as an INDIVIDUAL  
Register as a TEAM

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

***Key Date: January 17 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 17 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 19, the coaches will come together to watch the videos and draft their teams

You will be assigned a coach that evening





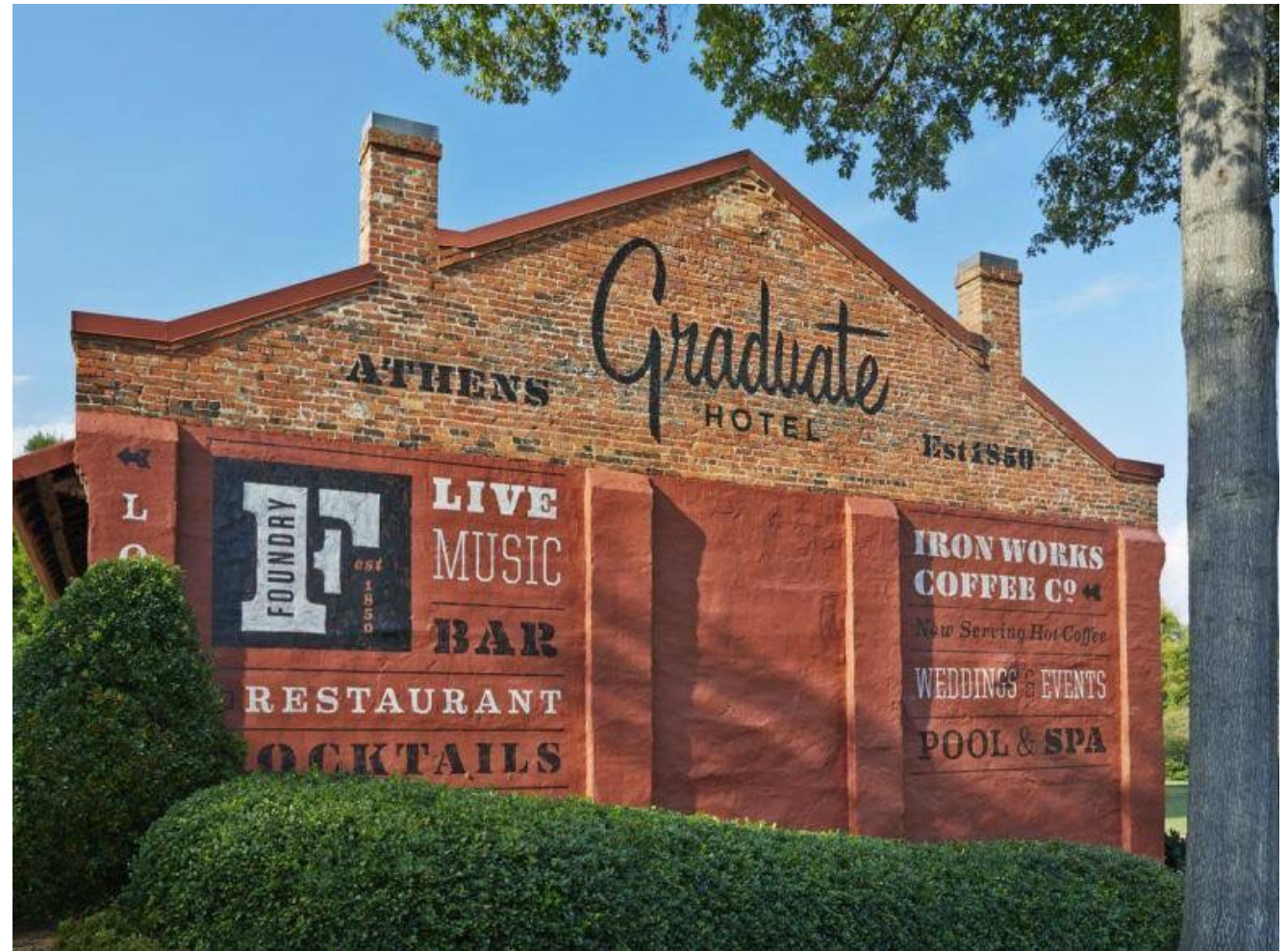
## Kickoff Dinner

# 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 event

- Date: Friday, January 26
- RSVP: Wednesday, January 17
- Dress: Business Casual
- Start time: 6 pm





# 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.



# Battle Round & Knockout Round



Battle Round Elimination: Friday, February 9  
Knockout Round Elimination: Friday, March 1

# 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 29**

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 where we will tour a couple of brands and agencies, have a party with some alumni 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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