MARKETING PROFESSIONAL CHALLENGE

2016

MSc in Marketing Management
**MARKETING PROFESSIONAL CHALLENGE 2016**

**PRIZES TO BE AWARDED**

1st PRIZE: 100% of tuition fees (Prize value: € 26,100)
2nd PRIZE: 50% of tuition fees (Prize value: € 13,050)

**COMPETITION TIMELINE**

STAGE 1. Submission of Proposals: April 8th 2016
STAGE 2. Announcement of Finalists: April 22nd 2016
STAGE 4. Prizes awarded: June 10th 2016

**ESADE MARKETING PROFESSIONAL CHALLENGE IN COLLABORATION WITH UNILEVER AND THE ESADE BRAND INSTITUTE**

ESADE Business School is running a MSc Programme in Marketing Management addressed to talented young graduates, post graduates or students in the final year of an undergraduate programme from any university who want to develop a professional career in the field of Marketing and Sales.

In line with our Programme’s philosophy this activity offers you the possibility to challenge yourself in an International Competition developed in collaboration with a top company, Unilever, who is suggesting this year’s quest.

If you are a recent graduate curious, hardworking, with initiative, a creative spirit, analytical and strategic thinking mind, this is your chance to demonstrate your talent and to be awarded for it.

**WHAT IS OUR MARKETING PROFESSIONAL CHALLENGE (MARPRO- CHALLENGE) ABOUT?**

In this Competition you are asked to face a real life challenge related to our partner Unilever. To do so you are not supposed to submit a huge data compilation but to come up with the best solution in terms of well grounded, attractive and creative. Therefore the MARPRO-Challenge rewards students for:

1. Their capability to understand and to focus the challenge’s key points keeping a consumer centric approach
2. Their ability to propose a methodology to dig into these critical areas of analysis
3. Their expertise in making decision about the needed research technique. It is expected a specific, well focused and justified research procedure rather than the typical approach of gathering extensive secondary data.
4. Their talent to come up with a solution that is:
   a. attractive and relevant for the consumer,
   b. innovative
   c. coherent with the company’s vision, mission and strategy
   d. feasible
   e. ambitious
   f. explained in an extensive way including all the tangible and intangible elements that form part of the experience
5. Their creativity and professionalism regarding the presentation of the results. Creativity refers to the way it’s presented. In terms of professionalism we look for conciseness, for critical decision making regarding the content that should be included. Our suggestion is go to the point, make it simple.
PRIZES

The winner will be the candidate who submits the best proposal and will receive a grant to cover the 100% of the tuition fees of the MSc in Marketing Management.

The finalist with the second best proposal will receive a scholarship for 50% of the tuition fees of the MSc in Marketing Management.

Letters stating the participation will be issued to the 5 candidates with the best proposals.

The Board of Judges formed by representatives of the Msc in Marketing Management Programme, the ESADE Brand Institute and the company Unilever, will announce the winners on June 10th 2016. Prize winners will not receive any prize exceeding the cost of the programme. Should they be unable or unwilling to complete the programme, they will not receive the amount corresponding to the scholarship amount. Prize winners may also refuse to accept the awarded amount, but in no case can they exchange it for another prize or demand the amount in cash. Prize winners’ names will be published on the ESADE and MSc Marketing Management programme websites and social media accounts and by means of a message sent directly to the winners. Details about how to accept the prize will be provided in the latter message sent to prize winners.

Failure to complete the actions required to claim the prize within the deadline established (in no case under seven working days) will result in prize winners forfeiting their rights to said prize. Consequently, the competition will be declared without any winner.

PRESENTATION GUIDELINES

Note that creativity is an important criteria of the Competition, therefore there is not one specific presentation’s format required. However we suggest your submission includes the following components:

- Who you are and what the MARPRO-Challenge is about.
- The consumer/user and the problem
- Analysis focus and methodology
- Main findings
- Solution proposed and convincing justification
- Lessons learned and obstacles
- Optional appendices (if necessary). The appendices should be included only in case they support the proposal.

In order to give you an idea of the length expected note that in case you use a powerpoint presentation no more than 10-15 slides should be handed in. The needed appendices are counted apart.

Along with the presentation you are required to send to us:

- an introductory letter: introduce yourself (name(s) and surname(s), studies, university, e-mail, address and contact telephone number), and explain briefly your motivation for participating in the competition. This letter should not be longer than two pages.
- Your CV
- A copy of the ‘rules and regulations’ signed authorizing or not authorizing the cession of your data to Unilever

All the documents have to be submitted in English.
WHO IS INVITED TO PARTICIPATE?

The Competition is open to graduates, post graduates or students in the final year of an undergraduate programme from any university, but to be eligible for the grants, the candidate must have satisfactorily completed the admission process. Thus, to get to Stage 4 of the competition the participants must have been accepted in the MSc in Marketing Management Programme.

ELIGIBILITY CRITERIA

More information about the admission process is available at 
http://www.esade.edu/management/eng/admissions/application-process

STRUCTURE OF THE COMPETITION

Submission of the proposals: The proposals containing (1) an introductory letter of the participant and of the project (1-2 A4 pages), (2) the copy of the ‘rules and regulations’ signed, (3) your CV, (4) the 10-15 slides- PowerPoint Presentation (if this is the format chosen) have to be submitted by e-mail to: mscmanagement@esade.edu not later than April 8th 2016. Any proposals received at a later date than the deadline stipulated in the rules of this competition will not be accepted.

A pre-selection of the projects submitted will be made and the finalists will be announced by April 22nd 2016. At this point the criteria that will be taken into consideration will be:

- Level of attractiveness and relevance for the consumer (40%)
- Consistency (25%)
- Innovation (25%)
- Ambitious (5%)
- Feasibility (5%)

Submissions of the presentations: The finalists will prepare a 5-10 minutes long video about the project. A file or a link to a file, with the video should be send by e-mail to: mscmanagement@esade.edu not later than May 20th 2016.

The Prizes: The Board of Judges formed by representatives of the Msc in Marketing Management Programme, the ESADE Brand Institute and the company Unilever, will announce the winners on June 10th 2016. The criteria that will be considered will be:

- Creativity (60%)
- Comprehensiveness (20%)
- To what extent the proposal transmits the experience, including all the tangible and intangible elements (20%)

DATA TRANSFER TO UNILEVER

For the UNILEVER representative on the Board of Judges to be able to assess the projects presented to the “MARKETING PROFESSIONAL CHALLENGE”, ESADE will transfer to UNILEVER the data contained in the CVs of those candidates participating in this contest who have expressly granted their authorisation to ESADE to cede said data via the information screen with the Contest Rules.

UNILEVER may incorporate the personal data it receives as described in the previous paragraph into a file or database for the following purposes (described to participants in the Contest Rules): facilitate the evaluation by the company representative on the Board of Judges. In keeping with the above, UNILEVER commits to comply with the personal data protection norms valid at any given time. In accordance with that foreseen in Organic Law 15/1999, dated 13th December, on personal data protection (hereafter, “LOPD”), contest participants may exercise their rights to access, rectify, cancel and oppose the use of the aforementioned personal data by attaching a copy of their ID to info.spain@unilever.com specifying in the subject “Data Protection”, the name of the contest and the right they want to exercise.
the Cornetto® CHALLENGE
CORNETTO: THE WORLD’S FIRST AND NO. 1 PACKAGED ICE CREAM CONE

Cornetto was born in 1959, when Spica, an Italian ice-cream manufacturer based in Naples, came up with a groundbreaking innovation: to create the world’s first packaged ice cream cone by insulating the wafer from the ice-cream with a special coating of chocolate, thus preventing the wafer from becoming soggy. Since it was bought by Unilever in 1976, Cornetto has become a global brand worth over €700 million present throughout 40 countries across 5 continents.

Known for its unique chocolate tip, Cornetto has been for decades one of the world’s most famous and popular ice-creams. Cornetto’s soft creamy core, crispy wafer, and delicious chocolate ending make it an exciting journey of tastes and textures from the first bite to the last.

the BRAND OF TEENAGE LOVE

Since its beginnings, Cornetto has had a long history of being associated with love. Through the years, the brand has explicitly positioned itself globally within the teenage demographic, establishing a unique brand purpose and POV: to encourage teens to dare to dive into love by sharing a Cornetto with someone they like – overcoming the fear of making that first move and giving love a chance.
Cometto is for the Lovestruck, the hyper-connected teenagers who want to discover and experience love. They are aged 18-19 years old, are passionate for music and want to express themselves freely. They are digitally native and are always hyper-connected through multiple social media platforms. They strive to be unique and craft their own identities among their group of friends. They are electrified by the kind of love that usually starts at the beginning of summer and vacations!

Cometto stands out from its competitors not only for having a unique POV on love, but also for holding a distinctive brand positioning. The brand is increasing its global footprint and wants to take the value of its business to 1€ billion by 2018. In order to achieve this, Cometto is increasing its penetration by broadening consumption occasions, specifically by placing itself in the snacking area. This makes the Cometto brand stand for youth, love, and snacking.
CHALLENGE #1

DESIGN A GLOBAL ACTIVATION STRATEGY TO ACHIEVE 1 BILLION ENGAGEMENTS

Brand Affinity and Content Marketing in an Information Age

Today’s world is characterized by oversaturation of information, particularly within the digital sphere. This means that consumers have more than ever the ability to choose what kind of content they will pay attention to. Traditional product-focused advertisement in an online context will be easily dismissed, particularly by teenage users, unless it provides an added value to the viewer.

Consumers today have to want to watch what brands have to say and feel identified with what the brand stands for. In this sense, brands are increasingly being judged like peers: they must showcase the same outlook on life as their target audience. Content and purpose driven marketing allows brands to connect with their audiences by offering them emotionally engaging content and meaningful messages that have direct relevance to their lives.

THE CORNETTO LOVE STORIES

In 2013, Cornetto launched its “Love Stories” digital campaign, designed to engage teens through music and short heart-warming teenage love stories that express the brand’s overall message “in love, if you dare, you win.” Made up of a series of Cupidity Films, micro-movies for the Chinese market, and music videos with local celebrities, Cornetto’s multi-channel project turned into an instant global success. In 2014, Cornetto’s Love Stories became the world’s No. 1 most viewed piece of branded content on digital, with a total of 440 million views across the three main platforms:
The view-through rate (VTR) of Cometto’s videos on online platforms was > 50%, a remarkable rate compared to the 12.5% category average. In addition, the music videos and the Cupidity films showcased > 70% and > 50% organic shares respectively, evidencing the widespread reception of the series. In 2013, the sweeping success of micro-movies in China resulted in an impressive 34% growth for Cometto in the Chinese market versus a 6% growth in category.

The outstanding results of the Love Stories series earned Cometto numerous awards, including the prestigious 2014 Cannes Silver Lion in the Branded Content category. The results also showcased the potential and effectiveness of our new content-marketing approach: through Cometto’s unique POV on love, high-quality assets with strong insights and strategic use of music as an engagement tool, the campaign captivated teens by offering them a meaningful and relevant experience.

Cometto is releasing its Love Stories, including 5 Cupidity Films, a Chinese Micro Movie, and a music video starred by multiple local celebrities.

Design a global activation strategy that achieves 1 BILLION ENGAGEMENTS across online platforms and transforms PASSIVE views into ACTIVE engagement.

One Billion Engagements

- How can the 2016 Cupidity Films, Micro-movie, and Music Videos be most effectively promoted?
- How can previous Cometto Love Stories be re-targeted through the 2016 releases, thereby promoting the entire series as a whole?
- How can the Love Stories Series become a global organic trending topic?

From Passive to Active Engagements

PASSIVE ENGAGEMENT: e.g., watching a Cupidity film on YouTube
ACTIVE ENGAGEMENT: e.g., sharing, commenting, liking, tweeting, uploading, etc.

- What strategies can Cometto use to generate ripple conversations?
- How can Cometto encourage user-generated content as part of the campaign and what are the best ways to utilize it?
- How can consumers become participants and active collaborators of the campaign?
- How can you ensure the campaign has a global reach but also a local focus that users can engage with?
- How can Cometto join online conversations and strengthen its POV?