SU Sweeps the Direct Marketing Competitions

Perdue School of Business students from the Communication Arts and the Marketing and Management departments swept the case competitions hosted by the Direct Marketing Association of Washington D.C.’s Educational Foundation (DMAWF). Over the last year, teams took home the gold, silver and bronze medals in both the fall and spring Collegiate MAXI Competitions.

In fall 2013, Salisbury University won first place in a case competition sponsored by Boloco, a restaurant located in Washington, D.C. Seniors Natasha Cole, Kiertsen Durst and Courtney Mulcahy developed a direct marketing campaign that included direct mail, e-mail and social media engagement to increase the restaurant’s consumer base. Submissions included a 10-page paper along with creative deliverables that Boloco could use in their actual marketing campaign.

The spring 2014 Collegiate MAXI Competition took on a new twist. Instead of creating direct marketing campaigns via essays and online submissions, the DMAWF and the World Wild Life Fund sponsored the first-ever Oral Collegiate MAXI Competition. This new format required teams to prepare and present a 20-minute oral presentation for a panel of judges at the World Wild Life Fund headquarters in Washington, D.C.

The World Wild Life Fund currently works with multiple outside companies in an effort to promote the benefits of solar energy in the Maryland/D.C. area. The case this semester required teams to generate buzz about solar panels and increase the installation rates in the MD/D.C. area.

Salisbury’s first team comprised of Leslie Nielsen took second place for her dynamic, environmentally friendly campaign. Her campaign included specifically targeted personas to better relate to the solar market in junction with creative and effective direct mail pieces printed on renewable paper.

Salisbury’s second team, made up of seniors Sunny Matani, Lindsay McCoy, Gloria Majchrzak and Courtney Mulcahy, earned third place in the competition. Their campaign consists of a mobile application for smart phones and interactive direct mail pieces to involve and engage consumers in every step of the solar panel installation process.

Stay on the look-out for the fall 2014 MAXI case! If you are interested in competing, contact Paula Morris, Perdue Hall Room 321.