

## Cultural Communications Alliance Marketing Competition

**This competition is open to all students who are currently studying a world language. If you choose to participate, you may have up to five students per team.**

**Your task:** Prepare a marketing strategy for the target market (target country) and the product itself. **For 2016-2017, the target country is Costa Rica and the target product is Aspirina Advanced.**

Your team will be required to give a 12-minute presentation during which you will present your marketing strategy to the judges followed by three minutes of questioning by the judges. Teams will also give the judges a one-page research synopsis which includes the five most important research sites/documents that you used.

### **Your business strategy will need to include the following:**

- utilization of language (and culture, cultural practices, business practices)
  - government regulations
  - advertising
  - promotion
  - non-market strategies/corporate social responsibility
  - demographics and distribution
  - packaging
  - sales potential
  - cost, pricing
- You do **not** need to be concerned with profitability.

### **You will be evaluated on the following:**

- thoroughness of research (**the most important**)
- creativity
- innovation
- use of technology
- employment of appropriate language and cultural consideration
- presentation skills

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**Your presentation can be in Power Point or Prezi.**

**Go to the Cultural Communications Alliance website and familiarize yourself with all of the information available to you there.**

<https://sites.google.com/site/ccapittsburgh/cca-home>

**To be considered:**

What is the entire line of this product? What are the products' ingredients?

Does your target population have a strong need for this product? Or some part of this product?

Given the needs of the target population, will you plan to introduce the entire line at one time?

What competition do you have? Who is already in the target country selling the same or similar product as the one that you want to introduce?

Scrutinize the competition!

Are there many competitors?

Look at their packaging: In what form? (tablet, capsule, powder, etc.)

How many per package?

How is it packaged? How does it look aesthetically?

Where are the competition's products manufactured?

Take a close look at the competition and now get creative!

**What would your product have that would give it the edge over others? (Be creative, innovative; but, at the same time, make the buyers feel that they are making an intelligent decision.)**

Where is there a need for this product? Will your product produce profits for the company?

Who will be your consumer?

Who will buy your product?

Will your advertising entice both consumer and buyer (if they are in fact different people)? How so? How will you convince the consumer? The buyer?

**Where is the product currently manufactured? If you don't know, find out now!**

**Given that, how will you get it to your consumers in the target country? How will you get it to the target country and how will you get it to the consumers once it arrives in the target country? Be specific and thorough! Give a rationale as to why you made the decisions that you made. Whether or not it is manufactured within the country, are there govt. regulations that need to be considered? Be thorough!**

**How will you distribute your product from the place of origin to the end consumer? Why?**

**When you have formulated definite ideas of how you visualize this product, run it by some people from this country, if possible.**

Work together to establish a set list of questions that will be asked during any interviews.

Ask them about advertising and promotion: Where to advertise? (If you say newspapers, for example, you need to know which ones, in which cities and what is their circulation?)

Free samples?

Where in the target country will you market this line? Throughout? Certain cities? Why?

When you discuss promoting your product, what cultural aspects need to be considered? Linguistic aspects to be considered? Appropriate business and/or cultural etiquette to be followed?

**Okay, now let me mention some specific places for you to use when doing your research at North Allegheny:**

### **CultureGrams**

**Gale Group**: it's easy to use, it's student friendly AND it tells you what it is—whether it is an article, an essay etc. When using this site, getting the key word is important. (reference data base)

### **NewsBank**

This will give you magazines and newspapers worldwide.

### **POWER Library**

This is funded by the state of PA. For example, click “Health source”; use key words such as “animal health care in India” “business practices in India” You must have a public library card to access this from home.

### **Internet Public Library [www.ipl.org](http://www.ipl.org)**

This is just a website but it will have today's issue of newspapers from around the world.

### **netTrekker search engine**

The AIU pays for this subscription, so all schools in the AIU will have access to it. What is nice about this engine is that it gets rid of all of the junk. Have you started to think of creative samples of your advertising?

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### **Team decisions to be made:**

Who will put together the Power Point?

Who will speak? (At least half of the team must be involved in the presentation itself.) How will you divide the 12 minutes?

**The order of presentation is important: dynamic beginning, dynamic ending, and thorough, intelligent, creative middle!**

**Your presentation, including PowerPoint, should be ready to be practiced by mid-January. You need to give yourselves three weeks to practice the presentation itself so that you will have time to make changes and enhance your presentation, your hard copy (by this I mean the booklet of your research and CD with PowerPoint), any samples of packaging or advertising that you have made.**

**If North Allegheny has more than one team, which is usually the case, there will be an intra-school competition near the end of February to determine which team will go on to compete at the final competition at the University of Pittsburgh on March 9 in the evening.**