Entry Kit 2014
For more information and to enter, visit caples.org/students
Entry deadline is September 26, 2014
Contents

3 Introduction
4 The assignment and challenge
7 Official rules
9 Five tips to win

My Campaign
My Strategy
My Creativity
My Win

For more information and to enter, visit caples.org/students
Entry deadline is September 26, 2014
Do you have what it takes to win a Caples Student Campaign of the Year?

Test your direct marketing and creative skills by entering our competition, sponsored by ASL Marketing. Your group could win $5,000, an internship, a trip to New York, and bragging rights.

What can I win?
The winning individual or group will receive a generous $5,000 cash prize. In addition, the winning individual or group will receive an internship at ASL Marketing and a paid trip to the annual Caples Awards in New York in November 2014. One runner-up individual or team will receive a $1,000 cash prize.

What do I have to do?
Design a marketing campaign for Denny’s. You will need to use your creativity and ability to think strategically and analytically to create a campaign that ensures the client achieves its desired objective.

When is the deadline?
The entry deadline is September 26, 2014

Who can enter?
Whether a major in graphic design, marketing, communication or chemistry, any individual or group can enter as long as all members involved were enrolled as undergraduate students at a U.S. college or university between November 14, 2013 and September 26, 2014.

For more information and to enter, visit caples.org/students
Entry deadline is September 26, 2014
**Program Description**

Known primarily as a destination for families and children, Denny’s Restaurant is looking to break out of the classic brick-and-mortar diner category and reach out to a new target segment: college students.

There are more than 1,650 Denny’s Restaurant locations across the U.S.; several situated either in close proximity to colleges or on the actual campuses themselves, including California State, Kansas State University, the University of Auburn in Alabama, and many others. That’s why the family-owned casual dining chain is looking to expand to what it considers a logical new demographic.

Denny’s is in no way looking to distance itself from its current “America’s Diner” positioning. The brand is proud of and continues to cultivate its status as a provider of comfortable, local dining experiences. In its new focus on the college demographic, Denny’s goal is to create a complementary effort that ladders up to its overall brand strategy.

Denny’s is currently in a good place financially—the chain has seen positive sales for 10 out of the past 11 quarters, with annual revenues in excess of $538 million—but the brand is looking to keep costs conservative in its new venture.

**Target Audience**

The target market Denny’s is looking to reach with its new campaign:

- College students (ages 18 – 21)
- Grad students (ages 22 – 25)

**Marketing Problem**

Denny’s doesn’t have an awareness issue—but it does have a perception issue among the youngest millennials. Although the Denny’s Baconalia menu and its recent special menu partnership with The Hobbit movie have both been successful, they haven’t broken Denny’s out of the family dining category—its main challenge in attracting college students. Another challenge is that several fast casual and fast food brands (including Taco Bell; see the Live Más campaign) have a solid foundation with college students. Denny’s needs to differentiate itself, and carve out a niche for itself, in an already saturated market.

To that end, Denny’s plans to launch an initiative that targets college students; the goal is to get them think of
Denny’s as a destination to dine, not just for late night, but for all mealtimes: breakfast, lunch, and dinner. The campaign will run during fall semester. The challenge is to create a campaign that encourages repeat visits among this demographic. The campaign also should drive college students to sign up for Denny’s loyalty program, Diner Perks.

Denny’s has a marketing budget of $5 million for the campaign. The campaign should use a mix of channels, and take into consideration how active the brand already is on specific social channels; for example, although already very active on Facebook and Twitter, the Denny’s Instagram account is fairly quiet, so the campaign may be an opportunity to boost engagement on there.

The Assignment
1. Your goal is to create a campaign that encourages repeat visits to Denny’s at all meal times (i.e., breakfast, lunch, and dinner; not just late night) and drives Diner Perks sign-ups among college students. Decide how to target these demographic sets, on or off campus, using any media possible. Try to use what is already available in the Denny’s arsenal—including past campaign equity and its existing social media presence—but branch out if the cost justifies it.

2. Conduct research (interviews, focus groups, observation, etc.) with members of your defined target audience to gather key insights on their perceptions of diners in general and Denny’s specifically—especially important considering Denny’s positioning as “America’s Diner.” Additionally, research competitive brands, college students’ current purchase considerations for the category, media habits, and any other topics you need to understand to justify your decisions and recommendation. Be creative in how you get into the minds of your defined target audience.

3. You are a top marketing leader at Denny’s. Think about the brand, prices, products, and marketing vehicles—anything you think could help achieve the brand’s goal. Write a creative brief to serve as a guide for the message and creative development.

4. Using the insights about the market and your creative brief, create a comprehensive integrated marketing communications plan for the launch of Denny’s’ new limited time menu.
■ Describe all plan elements, justify each element, and explain how each one will achieve the objectives set forth in the creative brief.
■ Provide samples or concepts of the creative execution for each type of media included in the plan.
■ The plan should incorporate all media deemed relevant and efficient in reaching the chosen segment(s). You should consider the following types of media even if not all of them are used for strategic or budget reasons:
  • Mobile / geolocation
  • Digital, including Web, search, mobile
  • Social networks
  • Events and promotions
  • Email
  • Campus reps

Be as creative as possible in considering any and all other ideas on how to reach the selected segment(s).

5. Allocate percentages to chosen media against your budget. (Costs of specific vehicles, such as an ad on Facebook, are not required.) Justify your budget decisions based on target audience insights and expected reach.

6. The success of your plan will be measured by the following:
■ Engagement rates (e.g. click-throughs, shares) prior to and during timeframe that the new menu is available
■ Revenue attributable to the campaign during the fall semester, as well as sustained and incremental revenue from the college segment in the months following
■ Diner Perks sign-ups by college students both online and in-store during the promotional period (fall semester)
■ Social followers on Twitter, Facebook, and especially Instagram attributed to the menu launch campaign

7. Strength of strategy, targeting, creative, and design, as well as the professionalism of the submission will be evaluated.

**Campaign Write-Up.** Students are required to fill out the online entry form, which is separated into the following sections: objectives, research and planning, budget, strategy, tactics, and evaluation/measurement of success. There is a 500-word limit per section.

**Campaign Creative (copy and design).** For all forms
of media used to promote Denny’s, students should keep the following in mind:

- Make sure your creative concept solves the Marketing Problem, has a strong call to action and the ability to measure a result
- Creative should use Denny’s branding
- Art and copy should be creative, original, and appropriate for the target audience
- Concepts and designs should be executed as professionally and as real as possible

**Official rules**

All entries must be submitted online. Once your entry is complete, email your submission to caplesSCOTY@gmail.com.

- Entries must be from undergraduate students currently enrolled at a U.S. college or university (Schools residing in Alaska, Hawaii, Florida, and Rhode Island are excluded).
- Entries must be received online by September 26, 2014. Late entries will not be accepted.

- The Caples Awards, Haymarket Media Inc., and ASL Marketing reserve the right to disqualify any entry deemed unsuitable for any reason, not limited to, but including: failure to meet any of the previously stated rules; plagiarism or unattributed use of copyrighted material or images; excessive use of profanity, nudity, or violence; any content that advocates and supports racial, cultural, religious, or gender bias.
- The leading individual or two lead members of the group with the top entry will travel to the Caples Awards in November 2014, including airfare and standard hotel room expenses to be paid for by the sponsor.
- The winning individual or group members of the Student Campaign of the Year Award will receive $5,000 and an internship with ASL Marketing (for a period of time to be determined).
- One runner-up individual or group for the Student Campaign of the Year Award will receive $1,000.
- The judges of the Student Campaign of the Year contest will include representatives from ASL Marketing, the Caples Awards, Denny’s, and Direct Marketing News.
The winning student(s) agree to permit their likenesses and campaign elements to be used by the Caples Awards, Haymarket Media Inc., and/or ASL Marketing for advertising or promotion.

All entry materials become the property of the sponsoring organizations and will not be returned.

Immediate family members of employees of ASL Marketing and Haymarket Media Inc. (Direct Marketing News) are not eligible to enter.

By submitting your entry for the Caples’ Student Campaign of the Year Award, you agree to the rules and regulations listed above.

2013 winners: Claudia Omelanczuk and Olivia Acerra from the Fashion Institute of Technology with Andy Belth, president of ASL Marketing.
5 tips to **win a Caples Student Campaign of the Year award**
A few things to keep in mind when trying to win the Caples Student Competition

1 **Research**
There’s no way you’ll be able to come up with a well thought out campaign without doing some research. You should be able to answer questions like these:
- What advantages do Denny’s and its competitor’s have?
- What are Denny’s’s weaknesses?
- What promotions are competitors running?
- What are competitors doing to market themselves?
- What media channels are the competitors using? Ads? On campus media? YouTube? Social media?

Be sure to research what kinds of **media students are accessing**. What is their purchase criterion (price, reputation, etc.)? How do you do this? It could be as simple as running a survey at your school and nearby schools or even seeking information from marketing publications.

**Ask your professors for help.** They may know where you might be able to find this information. Leverage your professors all throughout your process as they are people with answers who can help you develop a strong, professional entry.

2 **Team up**
- Entering as an individual? Ask for help. You don’t have to be the jack-of-all-trades. Sometimes you need help to perfect the parts where you are not as strong.
- If you are not an illustrator or photographer and your idea needs a good piece of art, ask friends and classmates who have these skills to help you.
- Work with your marketing professor (or find one) to review your write-up. The stronger your write-up is, the better the judges will understand your marketing campaign.

For more information and to enter, visit [caples.org/students](http://caples.org/students)
Entry deadline is September 26, 2014
5 tips to win a Caples Student Campaign of the Year award

A few things to keep in mind when trying to win the Caples Student Competition

1. Form a team—you don’t have to do this alone. One of you might be great at layouts while the other great at developing Flash and interactive elements.

2. Don’t forget the direct marketing

Caples is about creative solutions to tough marketing problems—and about direct response. How will people respond to your marketing and how will you track and measure it? That’s what makes direct marketing so powerful. Each element is measured by how it performs. Your pieces should have the ability to capture names and contact information, measure sales against each component, and determine the success of the campaign overall.

3. Build a budget

Not that we want you to be an accountant, but keep in mind, in broad stokes, what the cost of your campaign will be. If you can, put budget numbers in your write-up. If your campaign costs $100,000 and you project $50,000 in sales, you’ll need to rethink your marketing program.

4. Be creative

Look at past Caples winners (visit caples.org/winners) and see how creative the solutions were. Remember that we are looking for creative solutions to tough marketing problems. Reviewing past winners is an excellent way to also spur your own creativity, as well as understand what wins a Caples award. Include a story board or mock up that illustrates your marketing program. This will help judges visualize the campaign elements.

For more information and to enter, visit caples.org/students

Entry deadline is September 26, 2014