



# WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY

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2. No part of this entry has previously been entered in competition.
3. This entry has not been submitted in another DECA competitive event.
4. Credit for all secondary research has been given to the original author through the project's bibliography, footnotes or endnotes.
5. All activities or original research procedures described in this entry are accurate depictions of my efforts or, in the case of team projects, the efforts of my team.
6. All activities or original research described in this entry took place between the 2020 Chartered Association Career Development Conference and the 2021 Chartered Association Career Development Conference.
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*This statement of assurances must be signed by all participants and the chapter advisor, and submitted with the entry, or the entry will be given 15 penalty points.*

*Hole punch and place in front of the written entry. Do not count as a page.*

Sarah Rhodunda  
Participant's Signature

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IMCE  
Competitive Event

Concord High Sch.  
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DE  
Chartered Association (State/Province)

To the best of my knowledge, I verify that the above statements are true and that the student's (students') work does not constitute plagiarism.

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# Made In America Festival



## **Integrated Marketing Campaign- Event**

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January 11th, 2021

# Table of Contents

- I. Executive summary
- II. Description of the event
- III. Campaign objectives
- IV. Target market
- V. Campaign activities and schedule
- VI. Budget
- VII. Key Metrics
- VIII. Bibliography



# I. Executive Summary

## Event Overview

The Made in America music festival is a fun, upbeat festival where new and popular artists come to perform in front of thousands of people. In addition to music, other activities such as riding a ferris wheel, shopping, and learning about local organizations are available. Different ticket options are available to the public when deciding to attend the festival.

## Campaign Objectives

We plan to...

- Increase our social media presence
- Increase the artist promotion
- Improve the accessibility of the festival

## Target Market

Primary Target Market: Teens and young adults ages 16-25, reside on the east coast, outdoorsy, enjoy listening to loud music

Secondary Target Market: Young adults and middle aged adults ages 30-50, reside on the east coast, patient, love all types of music

Campaign Strategies	
<u>Types of Promotions</u>	<u>Promotional Events</u>
Social Media	Instagram, Snapchat, and MIA website/app
Pop-up Sale	Partnering with NAAV and selling limited edition t-shirts
Contests	Partnering with radio stations, giveaways

## Budget and Key Metrics

The budget for promotional purposes is \$250,700. This covers the costs of a social media influencer, a social media expert, 10,000 limited edition t-shirts, snapchat filters, and the artists promotional budget. A 10% increase in the MIA festival ticket revenue is expected due to this marketing campaign.

## II. Description of Event

The Made in America music festival (MIA), curated by Jay-Z, is a festival that takes place on the Benjamin Franklin Parkway during Labor Day weekend each year. This event lasts two days and in total around 50,000 people attend across both days. Each year, different artists and performers are broadcasted in front of large crowds, playing their music and offering a fun time for all. MIA first started in 2012 and has been gaining popularity ever since.

This festival is native to Philadelphia and contains four different stages for artists to perform on. These stages are called the Rocky Stage, the Liberty Stage, the Freedom Stage, and the Tidal Stage. There is easy access to each stage and space for festival goers to stand and listen. In addition to the main purpose of the festival, MIA offers a variety of other activities and amenities for the attendees to do in between concerts. A giant ferris wheel is located in the middle of the venue, giving the riders a view of the entire festival and each stage. Also, Cause Village, a pathway full of philanthropic organizations, is the main road people walk along, enticing them to learn more about their causes while they wait. Additionally, there is a merchandise store, 30+ food vendors, charging stations, bathrooms, and aesthetic places for people to take pictures.

Three types of tickets are sold to the public. The first type and least expensive is a single-day ticket which allows the festival goer to choose which day, Saturday or Sunday, they would like to attend. People get a wristband and access to the festival and grounds for one day. The next ticket type is a two-day pass which gives the attendee access to both days of the event and the same wristband. The last type is a VIP pass and this gives the festival goer a two-day ticket, access to Presidents' Quarters, a VIP viewing deck at the Rocky Stage, an air conditioned lounge with a bar and concessions, Wifi, air conditioned restrooms, and VIP standing areas for the Rocky Stage and Liberty Stage. Each ticket option will allow the attendee to have an amazing experience at MIA.

## III. Campaign Objectives

### Swot Analysis

<b>Strengths:</b> -Customer Loyalty -50,000+ attendance	<b>Weaknesses:</b> - Instagram presence - Artist promotion - Confusing site grounds
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<u>Opportunities :</u> - Limited edition merchandise - Giveaways - Influencer to increase sales	<u>Threats:</u> - Firefly music festival
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Made in America music festival is a very fun environment where people of all ages come to listen to current music, eat, and mingle. However, certain aspects of the festival can be improved. We would increase the social media presence, increase the artist promotion, and improve the accessibility of the festival.

- A. **Increased social media presence:** Made in America Festival has an instagram account that rarely posts on the off season. The last time the instagram page posted a picture was September 2nd, 2020. We want to improve on posting more during the off season to excite the people who will be attending the festival. Also, this will increase our marketing towards the primary target market due to the large presence of younger people on this social media.
  
- B. **Increase Artist Promotion:** When Jay-Z selects which artist to perform at the festival, they are paid and given a contract. We want to update that contract to say that they must post about the festival and promote their fans to go and support them. This can help expand the festival goers from east coast residents and more local crowds to people from all over the country.
  
- C. **Accessibility of the festival:** A detailed map of the whole festival campsite and grounds is available on the MIA Fest app, but we want to make it interactive so it is easier to find places. We want the app to be able to pinpoint one's location and tell them exactly where to go to get them to where they want to be. This newly designed app would lessen confusion for all festival goers about where the different stages, activities, and vendors are located.

## IV. Target Market

### Primary Target Market:

The Made in America music festivals' primary target market is aimed to reach teenagers and young adults, ages 16 through 25, who enjoy listening to rap/pop music and spending time with their friends. These people can handle larger crowds and enjoy time spent outdoors.

Primary Market	Teens and Young Adults
Demographics	16-25 years old
Geographics	Residing along the East coast
Psychographics	Outdoorsy, enjoy listening to loud music

**Secondary Target Market:**

The Made in America music festivals' Secondary target market consists of middle aged adults, ages 30 through 50, who enjoy listening to new and popular music. These people are patient when having to wait in long lines and don't mind the large crowds that form.

Secondary Market	Young Adults and Middle Aged Adults
Demographics	30-50 years old
Geographics	Residing along the East coast
Psychographics	Enjoy all types of music, patient

**V. Campaign activities and Schedule**

**Use of Instagram:** Social media is very prevalent to both target markets, therefore increasing the use of the instagram account will greatly increase ticket sales. The current instagram account has around 49,0000 followers, and this usually increases around the time of the festival. However, there are minimal postings during the off season so we plan to increase and improve posting during this time. We will create a posting schedule that consists of posting one to two times a week during the offseason, and the month leading up to and the week of we will post six to seven times per week. The account itself is free to run but we are going to hire a social media expert to help us create posts catered to each

target market. Also many people post pictures and tag Made in America while at the festival. To increase these postings about the festival we will repost a randomly selected few onto our page and tag the owners.

**Influencers:** We are going to hire 3 social media influencers to join our promotional team. An influencer is someone who has a large following on social media, and usually is paid to promote certain items or events. We will pay for them to go to the festival and post pictures in hopes that their followers will want to go to the future events.

**Contests:** Giveaway contests are very popular among social media and different radio stations. We will host contests that involve people liking, reposting, and sharing a special MIA contest post on their personal social media to enter to win free tickets. Enticing festival-goers to enter the contest, will also allow friends and family who follow the festival-goer to be informed about the festival. We will host these contests once in July and August, each two days long. We will also sponsor additional contests on different rap/pop music stations, allowing people to call into the station to win the free tickets. The radio contests will also be once in July and August, two days long each.

**Artist Promotion:** To increase the excitement of festival-goers and each individual artist's fans, we are going to require that Artists performing at Made in America post on their platforms leading up to the event when they sign the contract. They will entice fans of each artist to go to the festival and promote the event to a larger audience.

**Use of App:** Currently, there is a Made in America app that has different features for the attendee to use. The app allows you to see what kind of passes you can buy, what artist will be at the festival, and a map. Currently there is a detailed map of the festival, but we want to improve this feature. We want the app to give the option of turning on your location so you can be specifically directed to certain places at the festival. This will help people who do not have a good sense of direction, and allows for easier accessibility due to the map interacting with your location.

**Snapchat Filter:** On the app Snapchat, you can create custom filters and buy them for a specific radii for different periods of time. At the 2019 festival, there were filters offered during the festival, but we are going to add additional filters



for two weeks leading up to the festival. This filter will have a countdown to remind people to buy their tickets and activate their wristband, and to excite people about the festival. We will also create a public story where everyone at the festival can post different videos, giving the attendees chances to view artists they may have missed and see the festival from different perspectives.

Note: The grey and white checkered background is the spot where your picture will be with the filter on top.



**Limited Edition shirts:** To increase festival awareness, we are going to partner with the National Association of American Veterans and sell limited edition shirts. Due to the amazing cause behind these shirts, we plan to sell out quickly and will donate 10% of the profits to the NAAV. Once purchased, wearing the shirts will give free publicity to the festival and entice others to buy tickets. We will only sell these shirts for a two-day pop up sale to increase excitement and interest. The sale will be on August fourth and fifth, a month before the festival, which will allow people to flaunt their merchandise to the public.



**Schedule of Events:** Below we have a calendar schedule of when the events will occur. The 45 day period will last from July 23rd to September 5th.

JULY 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
18	19	20	21	22	23	24
25	26	27	28	29	30	31

AUGUST 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	

SEPTEMBER 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
Festival Day						Festival Day

29	30	31				



Social Media Posting



Artist Promotion



Contests



limited Edition Shirts



Snapchat Filter

## VI. Budget

**Expenses:** This chart outlines our estimated expenses that are included in our marketing campaign.

Activity	Expenses(\$)
Instagram Influencer	50,000
Social Media Expert	50,000
10,000 shirts	47,700

Snapchat Filter	3,000
Artist Promotional budget	100,000
<b>Total</b>	<b>250,700</b>

**Revenue:** This chart outlines our estimated revenue from the marketing campaign.

Activity	Revenue (\$)
10,000 shirts sold at 20\$ each	200,000 (20,000 of this donated to NAAV)
Festival Pass sales (predicted increase of 10%) 50,000 people went in 2019 with average ticket price of 230\$	1,150,000
<b>Total</b>	<b>1,330,000</b>

Expenses	Revenue	Gross Income
\$250,700	\$1,330,000	\$1,079,300

## VII. Key Metrics

**Sales Growth and Revenue:** We plan to increase sales on all ticket purchases by 10%. With our campaign, we have a strong confidence that we will reach, if not break, a 10% increase. This increase will therefore give the festival a revenue of around \$1,330,000.

**Limited Edition Merchandise Revenue:** We plan to make an estimated revenue of \$200,000 from the limited edition t-shirts and donate \$20,000 to the National Association of American Veterans.

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