

Instructions for Video Case Audition for Marketing Competition

Step 1 – Review Case

- Carefully review the details of the mini-case provided
- Identify key facts, stakeholders, and context that impact the situation

Step 2 – Identify three (3) Business Issues

- Share down three specific business issues related to the mini-case
- For each issue:
 - Clearly state the issue
 - Provide a brief explanation (1–2 sentences) of why this is an issue

Step 3 – Select and Defend the Most Important Business Issue

- Choose one (1) business issue from the three business issues you identified above
- Use a simple analytical framework (eg, urgency, impact, feasibility) to explain why this issue is the most important
- Clearly articulate your reasoning for your choice in 2–3 sentences

Step 4 – Propose three (3) Strategies to Address the Chosen Business Issue

- Develop three potential strategies that could address the business issue you selected
- For each strategy:
 - Provide a short description of the approach
 - Explain how it addresses the issue in 1–2 sentences

Step 5 – Select and Defend the Best Strategy

- Use a simple analytical framework (eg, cost, ease of implementation, long-term impact) to evaluate the three strategies
- Choose one strategy as the best solution
- Explain why this strategy is the most effective in 2–3 sentences

Step 6 – Outline the Selected Strategy

- Provide a clear and concise outline of your chosen strategy:
 - What actions need to be taken? Generally, what tactics will you employ?
 - Who is responsible to execute the strategy?
 - What outcomes are expected from your chosen strategy?

Step 7 – Prepare and Record Your Presentation

- Summarize your analysis and recommendations in a clear and engaging video presentation
- Time Limit: Keep your video under 5 minutes

Include the following in your presentation:

Element	Suggested Duration in Video
Brief overview of the case and business issues	1 min
Description / explanation of the 3 issues you identified, identify your 1 chosen issue, then explain why it's the most important business issue	1-2 mins
Description of your 3 potential marketing strategies to address that issue, and why the single strategy you chose is the best	1-2 mins
Total	5 mins

Step 8 – Submit Your Video Presentation

- Upload your completed presentation to the designated platform by the deadline
- Ensure your video is well-organized and stays within the time limit.