

2010 Application
Florida Direct Marketing Association
Young Direct Marketers Scholarship

Please complete and submit with your completed marketing brief by

December 1, 2010 ONLINE

To:

www.pmasaracchio@gmail.com

INDIVIDUAL SUBMISSION NAME/EMAIL: _____

GROUP NAME AND MEMBERS/EMAIL: _____

CLASS _____

COLLEGE/UNIVERSITY _____

PROFESSOR _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE (_____) _____

FAX (_____) _____

E-MAIL _____

Participants agree that all entries become the sole property of the FDMA and will not be returned to the contestants, nor will compensation be paid to participants.

The 2010 FDMA Young Direct Marketers Marketing Challenge Creative Brief

COMPANY BACKGROUND

Explorer Cruise Lines, a major player in cruise industry with a fleet of five ships based in Ft Lauderdale, Florida, currently sails to destinations throughout the Caribbean. The cruise line working with the Jacques Questow Oceanographic Society, commissioned General Sublantic the largest shipbuilder of US Navy submarines, to build a truly unique ship the:

Nautilus Reef Explorer the World's First Submarine Cruise Ship

On the surface and from a distance, the Nautilus appears to be a sleek, fast hovercraft that can speed at up to 40 knots across the sea. Look closer and inside the Nautilus's top-level main cabin and you will see all the state-of-the-art amenities, entertainment and dining options found on the finest cruise ships. What makes the Nautilus different is its lower level which is home to the:

Reef Explorer Submarine Sea Lodge

The *Reef Explorer Submarine Sea Lodge* is really a submarine containing the Nautilus' passenger cabins.

Each *Reef Explorer* cabin has a large portal looking out over the far horizon as the *Nautilus* cruises above the waves. Deluxe cabins offer floor-to-ceiling views of the passing sights and ocean when operating at full speed.

The real excitement starts when the *Reef Explorer* is lowered, undocks from the *Nautilus* mother ship and dives into the sea, cruising in the crystal clear Caribbean floating above the areas' majestic, awe-inspiring reefs. The sea and its teeming life and beauty come alive before your eyes.

At night, the *Reef Explorer* docks with the *Nautilus* mother ship, but at a lower level remains submerged to maintain a cabin view of the sea's thrilling, unseen nightlife, softly illuminated by ship lights to attract constant array of sea creatures.

The adventure is renewed every day as the *Nautilus* and its *Submarine Reef Explorer* sails to new destinations and explores new reefs and undersea vistas. Who knows what might be discovered, including sunken treasure ships or rare undersea creatures.

Explorer Cruise Lines will launch its new concept from Ft. Lauderdale, April, 2011.

While the *Reef Explorer* will attract visitors from throughout the US and international markets, Explorer wants your help in developing an initial marketing plan for South Florida. The idea is to introduce the experience and test innovative approaches in 2011 in south Florida before going full speed ahead with national and international marketing efforts.

THE TARGET AUDIENCE

Our primary audiences for cruising the *Nautilus* and its *Submarine Reef Explorer* are adults 25-64, especially young adults (25-44), and couples who enjoy adventure, excitement, and a touch of the unknown.

The audience will likely have had a luxury cruise experience; have always wanted to explore the beauty of the Caribbean's majestic reefs, but have either not had the opportunity to take up snorkeling or learned how to dive.

They are likely to see themselves as "spontaneous" and are generally "early adapters" for the latest and best. The target is a generally sophisticated group.

The *Nautilus* and its *Submarine Reef Explorer* will be docked at Ft. Lauderdale and will pull from not only Broward County but also in a major way from Miami-Dade and Palm Beach Counties.

TIMING/CRUISE FREQUENCY/PRICING

The Nautilus and its *Submarine Reef Explorer* Inaugural Cruise is scheduled for April 2011. During this introductory period, Oceanic Cruise Line plans to ramp up cruises from one to two three-day cruises per week with two full days “over the reefs.” A whole series of Inaugural Cruises are planned as the *Nautilus Reef Explorer* sails to new destination reefs throughout the Caribbean. Special event cruises will be made not only to the island’s reef, but also to explore underwater shipwrecks.

	Reef Portal Deluxe	Reef Balcony Deluxe	Reef Capitan Suite
(\$ per person)			
List	\$1,499	\$2,499	\$3,999
Intro-price*	\$999	\$1,699	\$3,000

YOUR CHALLENGE

This is your opportunity to help reinvent the whole cruise industry by getting right into the mind of the prospects and thrilling them by your marketing program into experiencing *Nautilus* and its *Submarine Reef Explorer*.

Our challenge to you is to create an innovative, integrated marketing program that will help us establish the *Nautilus* and its *Submarine Reef Explorer* with its key target groups. You are asked to create a marketing plan that incorporates both traditional direct and interactive marketing elements (direct response TV & print, direct mail, web and telemarketing), as well as “emerging direct marketing media,” such as pod casts, mobile media, blogs, social media, etc.

Explorer Cruise Lines believes it has a truly unique new cruising experience to offer that will live up to high expectations and establish a new paradigm for the travel industry – the exploration of the oceans inner-space. A key overall business objective for is to use introductory sailings during the first six months to generate a cadre of enthusiastic *Nautilus* and its *Submarine Reef Explorer* fanatics who will gladly share their excitement with friends and other trend setters.

In this Direct/Interactive Marketing Challenge, you have a marketing budget of \$1,000,000 to introduce the concept to key target audiences and fill the cabins. It is important to generate excitement, anticipation and broad awareness for the Inaugural Sailings among the overall target market.

Your recommendation should include recommendations on potential marketing partners to extend the effectiveness and reach of our marketing efforts especially into high value niche segments (e.g. high end; frequent cruisers).

SPECIFIC PLAN ELEMENTS

1. How to establish and position *Nautilus* and its *Submarine Reef Explorer* as a unique 'must do' experience.
2. How to build awareness and trial of *Nautilus* and its *Submarine Reef Explorer* filling the 150 cabins per sailing during the introductory six-month period.
3. Identify a clear timeline, plan flow and spending allocation by targeted group/target.
4. Discuss how the marketing pieces fit and work together over time.
5. Identify a testing/learning plan

WHO CAN PARTICIPATE?

- The Young Direct Marketer's Scholarship is open to full-time sophomores, juniors, and seniors marketing majors.
- Each winner must be a full-time student at a four-year Florida college or university.

PRIZES

- First Place: \$1000
- Honorable mentions: \$500
- One year memberships for the 1st and Honorable Place winners and their faculty advisors in the FDMA.
- Invitations to a FDMA seminar for the presentation of the awards