

Marketing Strategy Competition Case

NC State AMA Regional Conference | Accelerate Your Marketing Career

Format

- 1-page fictional product scenario released to all teams before event
- Teams prepare presentation on best strategy based on the marketing mix (4 P's) and target market. Get creative!
- **Teams come to the conference with their presentation prepared. No visual aids are allowed. This mimics the New Orleans Marketing Strategy competition. You may bring paper notes but excessive reliance on them will count against your presentation score.**
- Each team participates in a 15-minute slot – will be assigned closer to the conference
- **7-minute** presentation for each team (Digital timer clearly visible for teams to see)
- **2 minutes** for Judges to ask follow-up questions to each team
- **6 minutes** for Judges to privately deliberate (Team leaves room)

Rules

- Maximum of 8 teams for the competition
- Maximum of **1 team** per chapter and exactly **2 members** per team
- Panel of judges discuss and submit scores
- Teams ranked by judges according to total point score
- Each team member must speak a **minimum of 2 minutes** during presentation

Evaluation

- Teams will be evaluated on their selection of target market, proposed marketing strategy using the 4 Ps, and their presentation and communication skills.
- Consider how your team can set itself apart from other groups, both in your ideas and your communication of them.

Prizes

- **\$500 in total prize money** will be awarded for this competition. The distribution will depend on the number of teams competing.

For any questions or requests for clarification, please email Parker Lee at pelee2@ncsu.edu.

Marketing Strategy Case – BomBoard

Available in the fall of 2015, the **BomBoard** is a radical new personal watercraft (PWC) that offers high performance, small size, and light weight in a highly affordable package. Founded by a retired entrepreneur and military vet, the **BomBoard** was created out of a love for watersports and a desire to make them more affordable for the average person.

BomBoard is the world's only modular, lightweight, high performance jet ski. At only 150 pounds, it is the lightest machine on the market. A lighter build means it is easier to transport and store, more responsive on the water, and more fuel efficient for more time on the water without having to re-fuel. BomBoards can be separated into smaller, more manageable component parts for transport, but can be reassembled in less than 60 seconds so you can be on the water in minutes.

There are currently more than six million jet ski riders in the US, all of them potential buyers. 1.3 million PWC owners live near a waterfront. Fans of hunting, fishing, boating, skiing, and yoga are two to four times more likely than average to live in households that own a PWC.

Demographics of the nearly 2.5 million adults in households that own a PWC:

Age: 18-24 (6.1%), 25-34 (13.5%), 35-44 (17.6%), 45-54 (28.4%), 55-64 (23.9%), >65 (10.5%).

Region: South (31.8%), West (29.6%), Midwest (25.2%), Northeast (13.4%)

The jet ski market in 2013 was worth \$475 million and sold 38,500 new units, with an average price of \$12,250. The primary competitors are Sea-Doo (48% market share and a retail price range of \$5-17K). Yamaha (42% market share and a retail price range of \$8-15K), and Kawasaki (10% market share and a retail price range of \$10-18K). Initial orders for **Bomboards** are priced at \$3,495 with financing for as low as \$99 a month.

Currently, **BomBoards** can only be ordered online directly from the manufacturer. However, the simpler design and single product line means that BomBoard may not need a traditional authorized dealer sales and service organization. If they create their own sales and service system, they could generate higher customer service levels by controlling all levels of the service experience. **BomBoard** is considering how to recruit "brand ambassadors" to help sell the product. Brand ambassadors would recruit new customers, show the **BomBoard** to potential customers, arrange demo rides, and handle minor service issues. For each sale they influence they could earn a \$300 commission. If a **BomBoard** ever needs service, only the module needing repairs would have to be sent to a service center. Creating a network of small, independent repair stations dispersed around the sales area, the company would strive for an industry-leading 24-hour turnaround for all services.

BomBoard would like to develop a brand community of loyal customers who love the **BomBoarding** lifestyle and who will recruit other people to join them. **BomBoard** is also considering marketing tactics to generate positive WOM. These include methods to generate viral videos of the **BomBoard** from themselves and their customers.

What is the best marketing strategy for this brand going forward? Be sure to address the target market and marketing mix (4 Ps) variables for this brand.

