

250 AMERICA PA  **2024**
DIRECT EFFECT™ INNOVATION
CHALLENGE

Powering the Future



Presented in partnership with
**THE PENNSYLVANIA
TURNPIKE COMMISSION**

Supported by
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DEIC PLANNING SHEET

OVERVIEW

- **At the end of Round 2**, a copy of your completed **Planning Sheet** should be turned in along with your **6-minute Presentation**. You are welcome to use this version as a template for your Planning Sheet, or create your own. Note: The elements of this template should serve as a guide for the content needed in your main presentation, but we encourage you to explore your own design!
- **Email your Round 2 Submission by 11:59pm on Friday, October 18th to DEIC@AMERICA250PA.ORG with the subject "2024 DEIC ROUND 2 SUBMISSION" + your institution's name.**
- The Planning Sheet template begins on the next slide.
- *Tip: Be sure to look at the Round 2 Judging Rubric to see how your campaign and presentation will be judged!*

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DEIC PLANNING SHEET

(Name or logo of your Institution)

(Student name)

(Student name)

(Student name)

(Student name)

(Faculty/Staff Mentor name)

OBJECTIVE

Concept Title and Description

- Describe your team's original integrated marketing campaign (IMC) idea

What do you know about your client (Pennsylvania Turnpike Commission)?

- What are their goals, and how does your IMC align with them?

THEME

How does your integrated marketing campaign align with the “Powering the Future” theme?

TARGET AUDIENCE

Describe your target audience

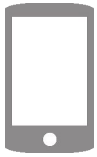
Note: Please remember that the elements in your campaign should have no participation cap, meaning that all Pennsylvanians in your target audience should be able to participate regardless of age, demographic, ability level, etc.

- Who is your target audience? What insights or other data do you have about the target audience?
- How do you want your target audience to be engaged with your IMC?

CHANNELS

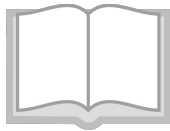
**Which marketing channels will you use (3+) to engage your target audience and generate awareness?
Please describe how each will be used.**

Note: The channels listed below are examples. You are welcome to explore additional options.



MOBILE

In-app
Banner ads
Messaging apps



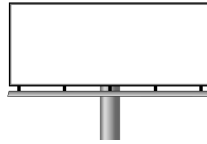
PRINT

Posters
Flyers
Brochures
Magazines
Newspapers



DIRECT MAIL

Mailpieces
Catalogs



OUT-OF-HOME

Transit
Billboards
Digital Signage



TV

Local cable
Networks



DIGITAL

Search
Banner Ads
Email campaigns



SOCIAL

Twitter
LinkedIn
Facebook
Instagram
More!

Map out the timeline of your integrated marketing plan

- Define the length of your campaign
 - How long will it take to plan and execute the marketing elements in your IMC?
- Outline the major steps in planning and executing your IMC
 - Include your corresponding marketing channels



Implementation

What major steps would the Pennsylvania Turnpike Commission have to take (before, during, and after implementation) in order to launch your IMC?

- If necessary, please further explain the elements of your IMC timeline.

ACCESSIBILITY

Your IMC needs to be inclusive and accessible. How will you accomplish this?

- How will you strive to build the most inclusive IMC possible?
- How may your campaign be adapted/expanded to reach more Pennsylvanians outside of your target audience?

How will you measure the overall success of your integrated marketing campaign?

- Which tools will you use to collect both qualitative and quantitative data for your integrated marketing campaign?

Outline your campaign's budget

- Your budget for the **development and implementation** of your IMC is **\$100,000**.
- Remember that though it will cost money to implement your IMC, **all elements should be free of cost for your target audience to participate.**
- Note for finalists: Round 3 proposals and presentations should outline a line-by-line budget as well as budgetary information for a scaled version of your IMC.

The budget is meant for planning purposes only. America250PA does not expect teams to incur expenses and is not responsible for any costs associated with the planning of your DEIC proposal and presentation.

RESEARCH &

Cite your sources

- Be sure to also reference your sources throughout your presentation!