

Case Study Goals

To provide candidates an opportunity to demonstrate, in a setting similar to our working environment, the following skills:

- Ability to establish Next Street's strategic marketing function for the organization while effectively tracking and maintaining goals and milestones
- Ability to develop, implement, and oversee an 'always-on' marketing communications strategy
- Ability to build and maintain marketing collateral
- Presentation and public speaking skills
- Ability to command a question-and-answer session in a public setting

Scenario

In this exercise imagine that you have just begun work for a for-profit company with annual revenue of \$10,000,000 per year. The organization has big goals and aims to increase revenue by 20% in the next fiscal year. You have entered this position with one additional marketing professional on your team. Many marketing functions were previously handled by a PR and Communications firm and the organization is now ready to bolster its Marketing department. Assume non-personnel, annual budget of \$200,000.

After 60 days of onboarding, you are due to present your one-, three-, and five-year strategy and vision to the senior management team and you have been asked to provide materials that indicate the following:

1. Overall Marketing department direction to complement the company's organizational strategy
 - a. What core tenants of an organizational strategy must you consider? How would you shape the Marketing department around this strategy?
2. Overall strategy for external campaigns, including brand positioning and brand strategy
 - a. How would you begin to identify, scope, and execute on this deliverable?
 - b. How and where would you position your organization?
 - c. How would you speak on behalf of the organization?
3. How you would position existing marketing and brand assets externally and decide which assets are no longer viable or need to be reimaged.

Deliverable

Prepare a formal presentation (no more than ten slides) in which you are presenting your strategy and ideas to the leadership team of the case study company. You will have 60 minutes to deliver your presentation, with questions from the team throughout the meeting.