OVERVIEW:

- Our goal with this competition is to encourage the creation of integrated, strategic ideas to drive sales for Macy’s Department Stores and Macys.com.
- Macy’s has developed a specific assignment based on this business objective and will be looking for innovative and relevant ideas that have the potential to drive sales and increase market share.
- Entries will be selected from teams of six (6) members maximum.

BACKGROUND: THE MAGIC OF MACY’S

Macy’s is more than a department store. It is a brand at the center of American popular culture for 160 years. Our customer is endeared to our strong brand, because of our many marketing events. We are in the hearts and homes of over 50 million Americans every year in the Macy’s Thanksgiving Day Parade, the second most watched television show in the U.S., as well as the Fourth of July Fireworks! While our strong brand identity is a competitive advantage, we cannot stop there in order to continue to develop our customer base. This is why we believe in the North Star Strategy to be our guiding light in all that we do and is our top priority as we move forward. The 5 points of the star are:

- From Familiar to Favorite
  - Everything we do to dial our brand to full bright.
- Funding Our Future
  - The choices we make and actions we take that allow us to invest in our future.
- What’s New, What’s Next
  - How we innovate to fuel growth.
- Every Experience Matters
  - What we do to develop our customer base in and out of the store.
- It Must Be Macy’s
  - How we deliver the products she loves.

As America’s department store, Macy’s continually seeks to stay at the cutting edge of customer demand in every category of the apparel industry. With an eye towards innovation, Macy’s remains focused on identifying, testing and supporting new ideas and approaches that will help elevate the customer experience. One of the ways Macy’s has been able to deliver new products and experiences is by gaining our customers insight and evolving as their shopping patterns change.

THE FALL 2018 CHALLENGE
It's no secret that traditional retail has experienced several market disruptions recently and has been pressured to innovate at a record pace. Macy's has been at the forefront of many retail innovations. We recognize however the need to continue appealing to emerging customer shopping patterns.

This year our CEO and President implemented the Path to Growth strategies and specifically focus on the below families of business for new opportunities. While we are committed to success in all of our businesses, we are making focused investments across these businesses to drive a third of our growth. As your challenge, you will pick one of the below areas to research and contribute your business idea(s). These areas are a huge focus for our company, so your consumer insight can help us make sure we are aligning ourselves in a relevant way to our customer. Make sure you think about the area from the perspective of both stores and online. You can research what the company has already accomplished or planning to implement by using the online resource: www.c2c.macysinc.com, as well as your own independent research. The areas of choice are:

§ Shoes
§ Handbags
§ Activewear

**Items to consider while you brainstorm:**
- What has Macy’s done in the past in this category? What strategies do we have in place right now?
- What are some of Macy’s strengths, weaknesses, opportunities, and threats regarding this area of the business?
- What are some of Macy’s competitors doing in this space that we could adapt? (Both direct and indirect competitors)
- How can technology play a role? Will the use of this technology be feasible and ease the experience of the customer?
- What is the target customer for your strategy? Is there an age range or specific demographics? Is this a current or new customer base for Macy’s?
- How does the target audience want to be talked to, and where?

**Specifically, you will:**
- Provide a description of each element of your marketing plan and how it will work.
- What are the key drivers generating interest in shopping at Macy’s?
- How does your marketing plan build hype around the Macy’s brand?
- Merchandise selection, strategic partnerships, customer incentives, events, applications, campaigns, contests, etc. are types of suggestions to consider

- Your focus should be more on the story/reason behind the strategy and not on designing products
• Present a compelling argument for why you believe your idea will help Macy’s gain market share, secure its position as an industry leader, and create future customer loyalty

• Recommend as many channels as you feel are necessary to reach your goal
  - Online, social, mobile, direct mail, in-store, PR, events, stunts, TV, print, etc.
  - Utilize one, or as many as you like, but provide a strong rationale for each
  - Keep in mind that Macy’s will not replace or substitute media dollars that are supporting existing promotional events.

FINAL DELIVERABLES
• Your team will submit a one-page executive summary prior to the presentation.
• You will deliver a 20-minute team presentation followed by 10 minutes of Q & A.
• A PowerPoint or Prezi presentation is required.

JUDGING CRITERA
• Clear articulation of the target audience and marketing strategy in a well prepared and delivered presentation.
  • A strong strategic idea.
  • Illustration of how the idea can be integrated through consumer touch-points.
  • Ability to be executed across Macy’s channels (stores/online/mobile).
  • Original thinking and genuine insight, and potential for commercial success.

RESOURCES & TIPS

There aren’t shortcuts to developing a strong, integrated strategy that can actually work in the real world. Additionally, it is never easy to come up with a new original idea. So here are a few pointers:

• Start early! It will take more time than you think.
• Research our business both academically and experientially.
• Know our business. The internet is a great source: analyst reports, blogs, articles, library resource guide, etc.
  • Know our customers.
  • Understand the Macy’s shopping experience. There’s nothing like experiencing for yourself what shopping at Macy’s is all about.
• If the execution of your idea involves multiple channels, provide an illustration of how the idea can be integrated across consumer touch-points.
• Know what is and isn’t of interest to your core target audience both in the store and online.
• Work hard to make sure your idea is communicated simply and clearly.
• Never underestimate the power of the package. Just like a great suit, an elegantly presented case that is easy to read will help a submission rise to the top.
• It’s all about the story. Tell a great one.

RULES

• You may not contact local stores, management, or customers.
• You may not conduct surveys or take photographs in the stores.
• You may use whatever resources are available in researching the project, EXCEPT BUSINESS COMMUNICATION FACULTY. For example, a C204 instructor may not give you advice on your presentation.
• Each team member is expected to present an approximately equal portion of the final speech.