Macy’s Speech Outline Form

Team #1
Team Members - Rafferty Gunawan, Sam Goldman, Cheng, Yi Yang, Griffin Hecht, Yi Yang
Date of Presentation - October 31, 2018
Class Start Time - 1.00PM - 2.15PM

Instructions –
a) For the Macy’s presentation you will use an expanded Informative Speech structure by including two additional elements used in a persuasive pitch – need/problem and solution.
b) Audience-centered content will be critical for success with the Macy’s presentation.
c) As you develop your speech outline for Macy’s, review the 3 Pillars of Persuasion content at http://sixminutes.dlugan.com/ethos-pathos-logos/ to ensure you have also included specifics related to Ethos (Credibility), Pathos (Emotion) and Logos (Evidence).
d) The Macy’s outline should not exceed two pages.

1) Introduction
a) Attention Getter/welcome the audience (including team name and individual introductions): Different shoes size in different brands causes a lot of problem
b) Thesis (Specific Purpose of the Speech) – The need/problem Macy’s asked you to address in the case document and the solution your team came up with to address it: The holiday season is primetime and Macy’s need to catch up with this trend
c) Preview – The main points you will cover in the body of the speech: Introduction of the Holiday Membership, First main perk, Second perk

2) Body
a) Main Point: Holiday membership
   ● General overview of what the holiday membership is
     ○ Difference between holiday membership and Macy’s credit card
     ○ Start and end time (Black Friday to New Years Day)
     ○ Subscription price
   ● Holiday shopping
     ○ Macy’s current holiday strategy: Macy’s pays a lot of attention on Holiday shopping. Macy’s hired 80,000 seasonal employees to help this year’s holiday shopping, which also helps decrease costs for implementing this strategy.
     ○ Upcoming holiday trends and estimates (source)
     ○ Why it will be successful
     ○ Implement
**Transitional Statement:** Now that we have introduced the holiday membership and discussed the potential of the upcoming holiday season, we will introduce the two new perks that go along with it.

b) Main Point: New Return/Refund Policy Exclusively for Holiday Members
   - Overview of policy
     - Only online purchases
     - 3 items at once, 7 days to pay/return
     - In and out of store returns
     - Payment (no upfront)
   - Shoe return statistics
     - Product returns (e-commerce statistics source)

**Transitional Statement:** Capitalizing on the rise of e-commerce is essential for Macy’s, however, it is equally important to get people in the store during the holiday season.

c) Main Point: Lottery
   - All Sweepstakes are very similar, but they are doing it wrong
   - Little Chance of winning, and a lengthy sign up process
   - We Will change that with the Macy’s Sweepstakes
     - Focus on a simple prize that doesn’t ask much from the winners
     - One grand prize winner of $10,000 Macy’s Gift Card, and Smaller Prizes for purchasing shoes
     - Give more chances for everybody to win
   - Charity built-in to sweepstakes
     - 10% of shoe sales to Soles 4 Souls
     - Corporate social responsibility
       - 87% Americans are willing to pay more for companies who align with their charitable values
       - Millennials especially concerned with CSR
     - Adobe Analytics: Nov. and Dec. are biggest months for donations
   - Implementation/Promotion
     - Macy’s Thanksgiving Day Parade
     - Black Friday
     - Giving Tuesday (social media)

3) Conclusion
a) Review Thesis and Main Points: Address the need of capitalizing on the holiday season; review main points of Holiday membership and its two main features (try-before-you-buy, Macy’s sweepstakes)
b) **Closing Statement**: The holidays are a special time to give thanks, to give back to the less fortunate, and to bring families together. With a special holiday membership, let’s welcome all potential customers into the Macy’s family and make this the best holiday season yet.

c) **Thank the audience for their time.**

d) **Open the floor for Q&A.**

**Citations**


“Get Involved.” Soles4Souls, soles4souls.org/get-involved/.