

2009 Honors Celebration

and

Delegate's Reception
Marking Concept



2009 Honors Celebration and Delegate's Reception Marketing Concept

The 2009 Honors Celebration and Delegate's Reception will be marketed through a time sensitive, interactive viral campaign. It focuses on the themes surrounding the Newseum, i.e. newspapers, the press and journalism. The campaign's goal is to create 'buzz' for the upcoming event and draw higher attendance. The primary theme for the campaign is: "Have you heard the news?"

The campaign will be staged over the course of ten weeks (November 3rd through January 7th). The first two weeks will primarily be a 'flood' of web elements including static web banners and flash animations on NCAA sites. These web elements will contain the single phrase: "Have you heard the news?" The flash elements contain hints to unraveling the mystery of the campaign. All web banners, both static and flash, lead users to a static web site. The static web site features a clock counting down to part two of the campaign. These initial elements are intended to create a viral awareness and buzz to following the campaign.

The weeks following the flood will be broken into five periods corresponding to the awards given at the Honors Celebration (Inspiration, Top VIII, Valor, Silver and Theodore Roosevelt). This part of the campaign utilizes NCAA News Direct, and direct emails to lead users to an interactive site. The interactive web site turns users into journalists with the task of "breaking" each period's story. Every day during a given period, a story on NCAA News Direct will contain a hidden 'tip.' These tips need to be deciphered and entered in the interactive web site. Once a user enters the correct lead he/she is taken to the 'payoff' page where there is a story about that period's award winner.

The NCAA News Direct stories will be 'affected' with two direct links to the interactive web site as well as the hidden tip. The title of the story that is 'affected' will have an additional post-tag of "Have you heard the news?" The page that contains the story will have a turned-up corner showing a newspaper underneath. This element doubles as a direct link to the interactive page. There will also be an additional "Have you heard the news?" tag in the links section of that story's page. The tip will be a series of bolded letters within the story itself. These bolded letters, when arranged in order, will spell out the lead/password for that period's payoff page to be entered in the interactive web site.

Direct emails will be sent to select audiences within the NCAA membership that take users directly to an 'affected' story. We can, based on how the campaign is proceeding, give more or less information in these direct emails. We can also increase or decrease the number of direct emails we send, giving us a flexible medium to push information out to the members.

The interactive web site is designed with a vintage journalism look/feel. The site asks visitors, once logged in, to join the NCAA News Corps. If they accept they will be presented with a journalist's notebook where they are asked to enter their leads. Once the lead is entered they will be taken to that period's payoff page. The web site will save all user's data and leads he/she has discovered. Users will also be able to go back and solve stories they may have missed throughout the campaign.

The payoff page will be a newspaper's front page. The main story will highlight that period's award winner(s). This concept will reinforce the front pages that will be used at the Newseum. The secondary stories on the paper will give different clues each period as to where the event is taking place. There will also be clues that tell users when to start looking for the next period's tips.

If a user breaks all five stories before the cutoff period they will be awarded with a leather bound journal at the Honors Celebration.





A - 1

In order to kickstart the interest in the “Have you heard the news” viral campaign, we will place a variety of static banners on selected web pages.

The variety in appearance gives us multiple chances to reach a viewer; they are not viewing the same ad (or a re-size of the same ad) every time.

During the flood time period, the banner will click through to a static teaser page with more clues. After the flood time period, it will click through to the dynamic page.



A - 2



A - 3



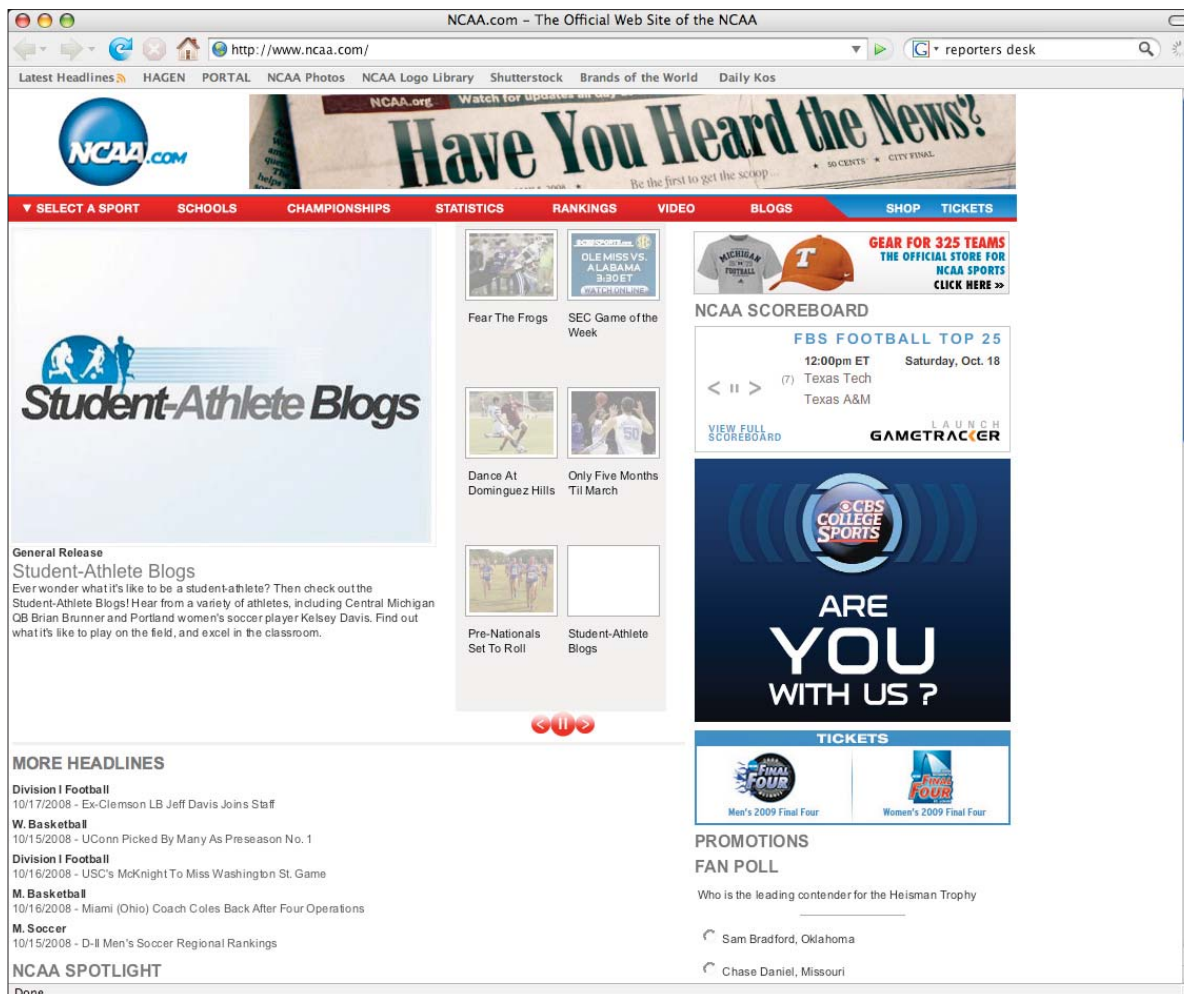
A - 4



A - 5



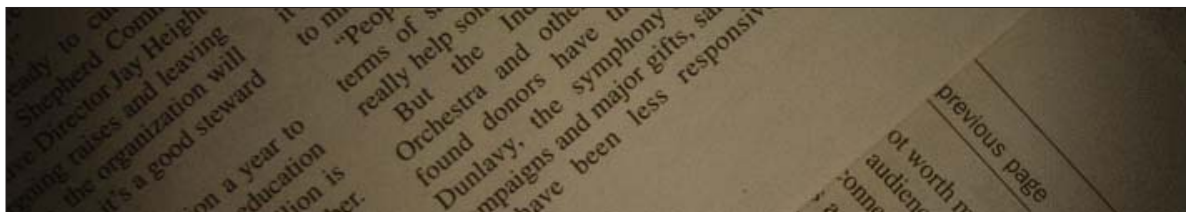
A - 6



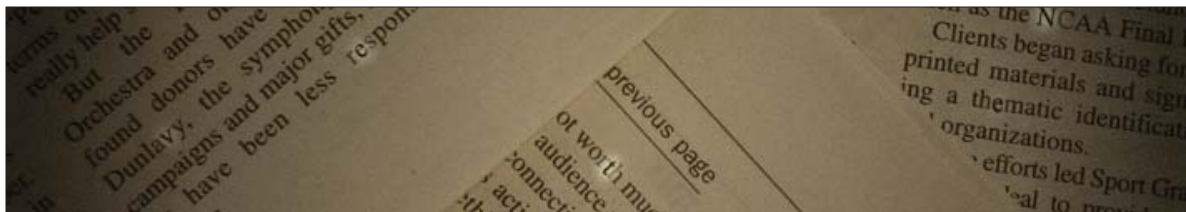
This sample web page shows one of the static banners in place as it would appear to viewers.

During the flood time period, the banner will click through to a static teaser page with more clues. After the flood time period, it will click through to the dynamic page.

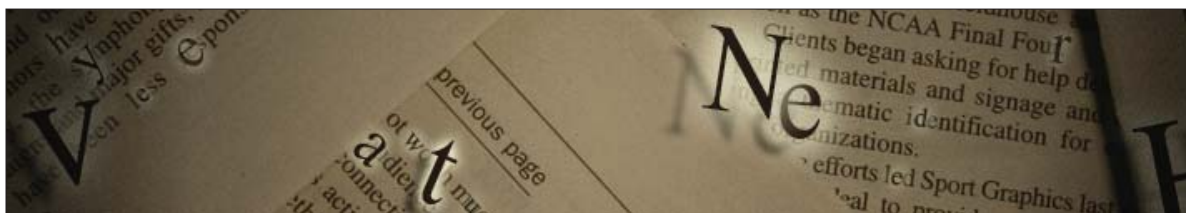
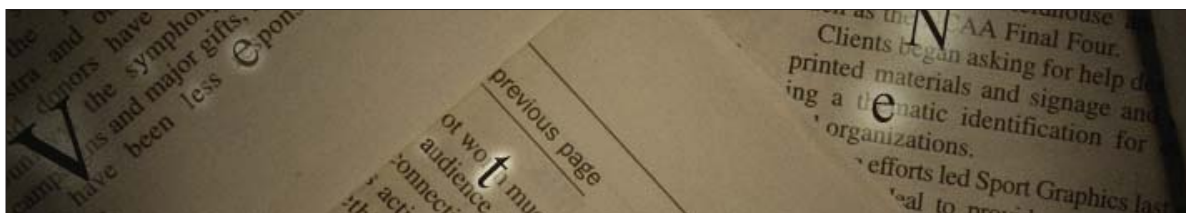
A - 6 (in place)



This dynamic banner shows letters starting to glow, come off the page and reform into the desired message.



Not only is this movement attention-grabbing, it is the same method the rookie journalists should be using to decode their story tips into actionable leads.

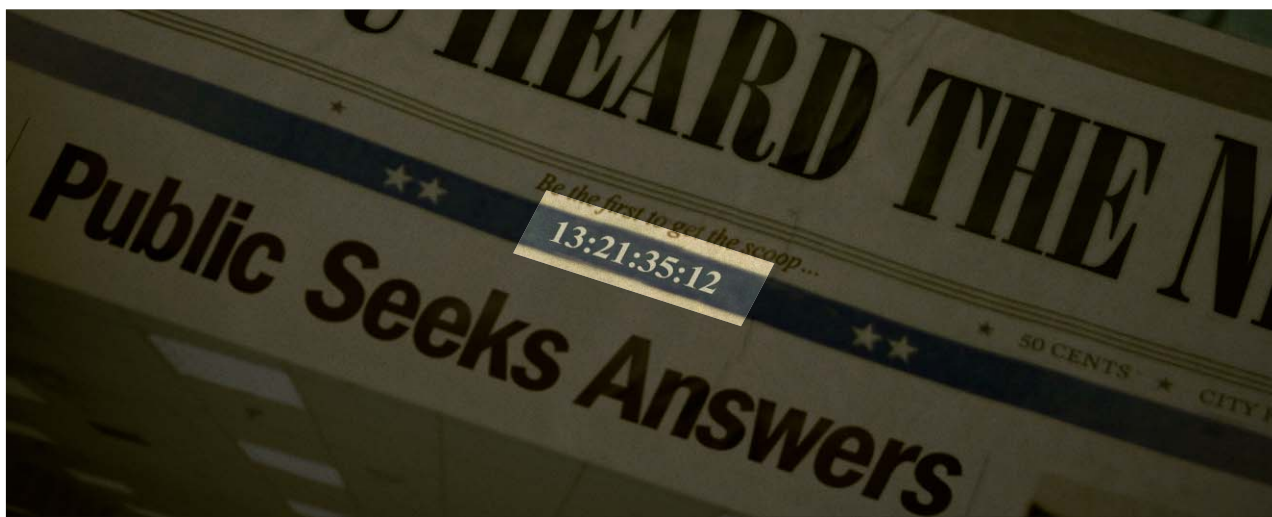


STATIC INTRO PAGE - HAVE YOU HEARD THE NEWS?



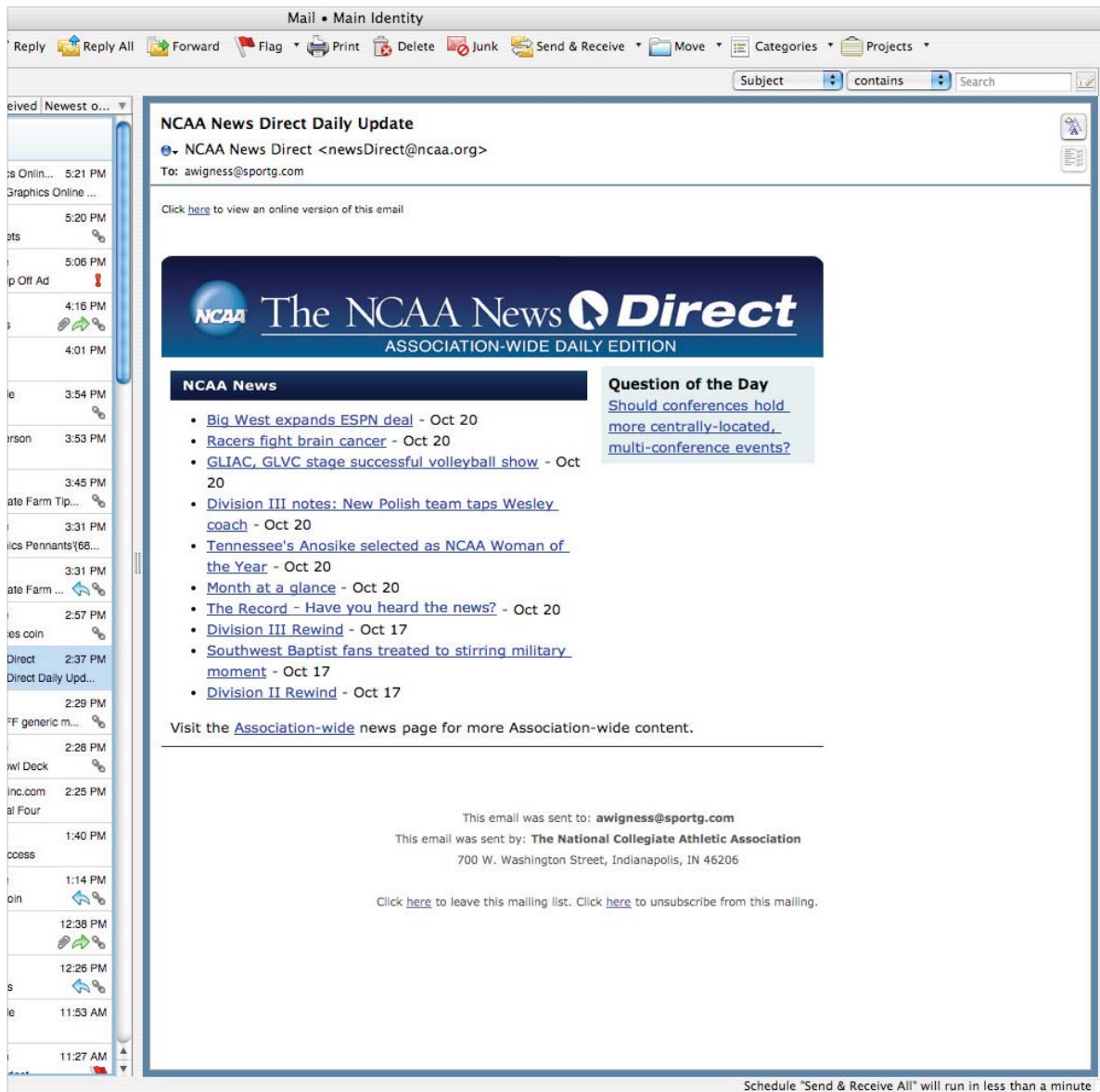
The first flood of viral marketing features static web ads that include hints at the Newseum Honors Celebration. A close examination of the fake news page reveals a photo of the Newseum, the headline of "Have you heard the news?" and stories titled "Where have all the journalists gone?" and "Public seeks answers".

C - 1



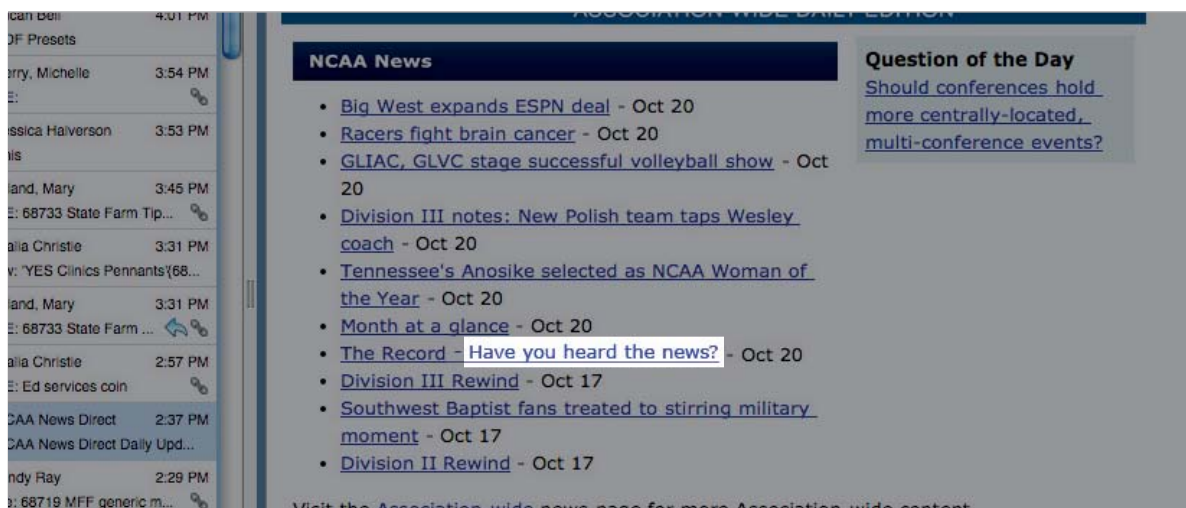
A close inspection of the newspaper reveals a countdown until the next phase of campaign.

C-1 - Detail



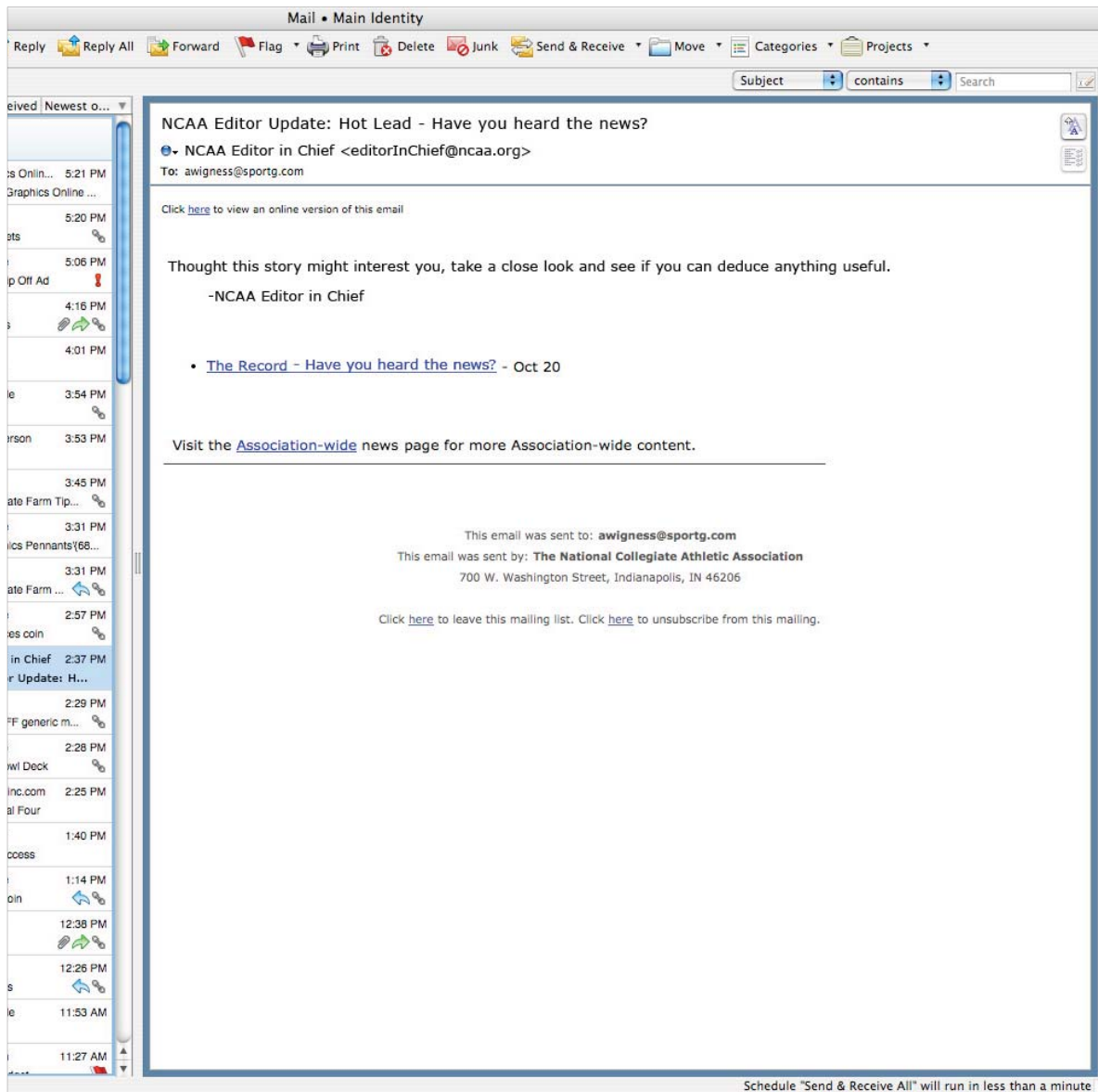
Starting in the first leads week, a daily story in News Direct will have a few clues to the Honors Celebration. Each of these clues lead the journalists closer to the news of the honors nominees. This contact in the News Direct is just one more touch point and potential entry point into the "chase to get the story".

D - 1



D-1 - Detail

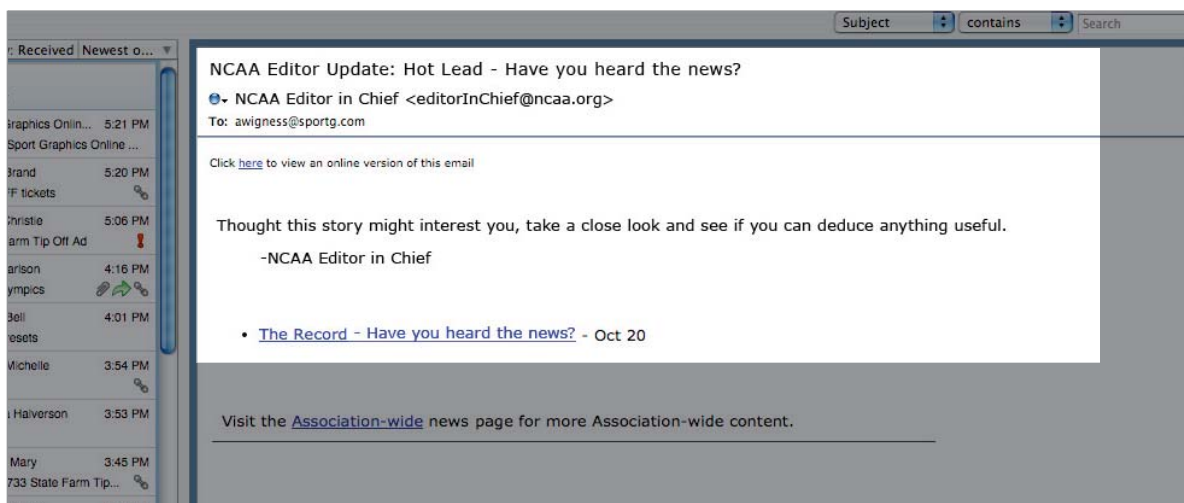
DIRECT STORY EMAIL



Some selected VIP members of the audience will be solicited directly from the NCAA Editor in Chief to join the NCAA News Corps.

This email (From an NCAA Editor in Chief email address) will have the subject line "Hot Lead-Have you heard the news?" and will give them a more directed entry point into our storyline.

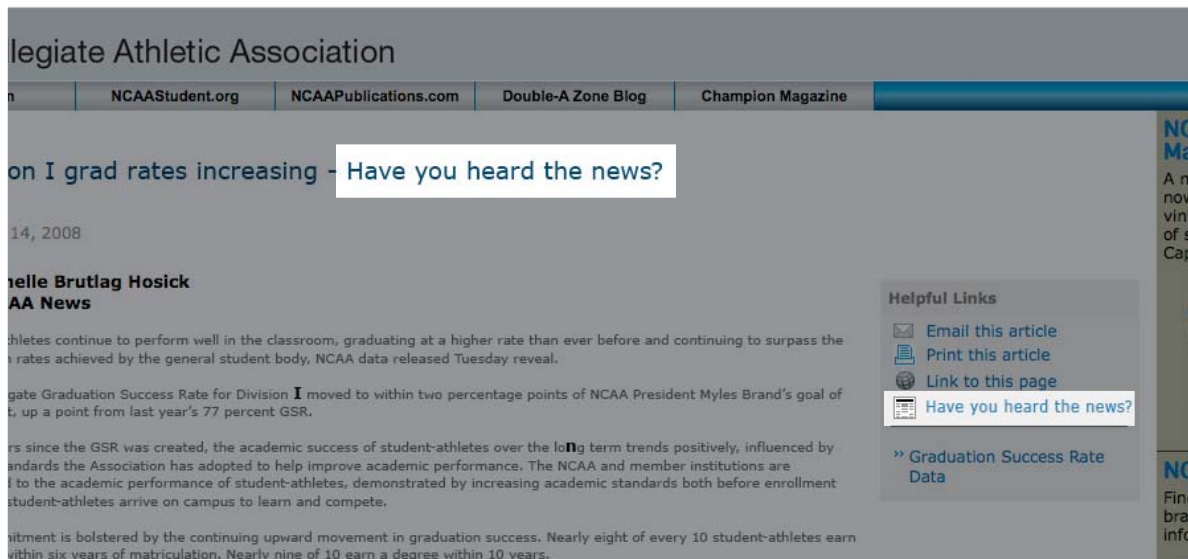
E - 1



E-1 - Detail

The screenshot shows the official website of the National Collegiate Athletic Association (NCAA). The browser address bar displays the URL: <http://www.ncaa.org/wps/ncaa?ContentID=39120>. The page features a navigation menu on the left with categories like Home, About the NCAA, Academics & Athletes, and various sports sections. The main content area is titled "Division I grad rates increasing - Have you heard the news?" and is dated October 14, 2008. The article is written by Michelle Brutiag Hosick for The NCAA News. The text discusses the Graduation Success Rate (GSR) for Division I student-athletes, noting an increase from 77 percent to 80 percent. It also mentions that the aggregate GSR is now 79 percent and that the number of graduates has increased by 11,000. The article includes a quote from Walter Harrison, chair of the Committee on Academic Performance, and mentions that the rate for football student-athletes remained steady at 67 percent. On the right side of the page, there are several promotional banners: "NCAA Champion Magazine" with a cover image, "NCAA.com" with a search bar, "The NCAA News Direct" with a "Register Now" button, "From the President" featuring a photo of NCAA President Myles Brand, and a "2007 Membership Report" with an "Enter Site" button.

Starting during the first leads week, a daily story in News Direct will have a few hints to the Honors Celebration. Each of these clues lead the journalists closer to the news of the honors nominees.

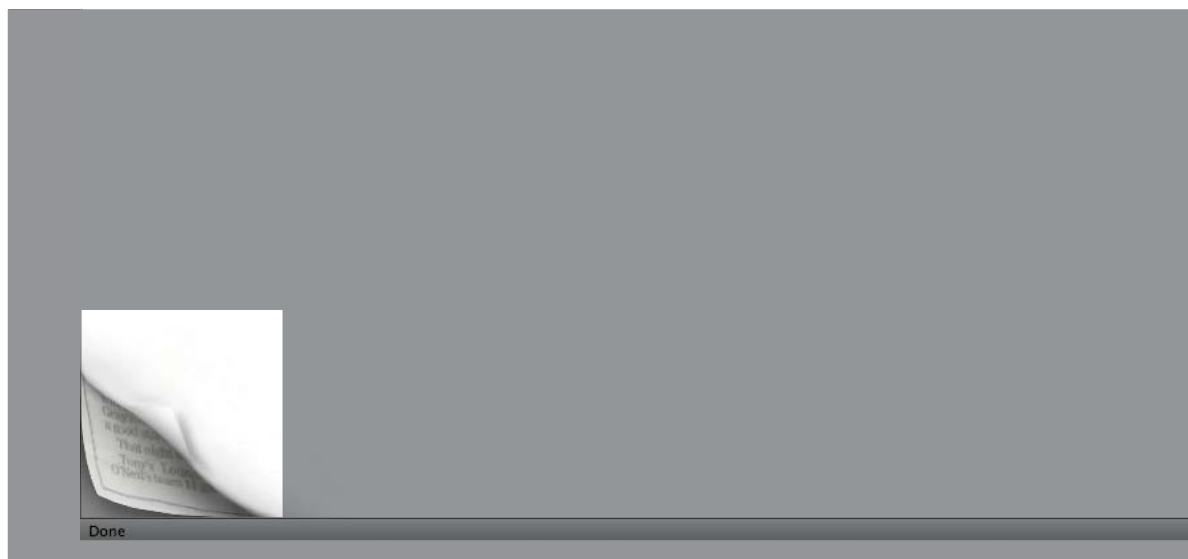


F-1 - Detail A

An in-depth examination of the News Direct story

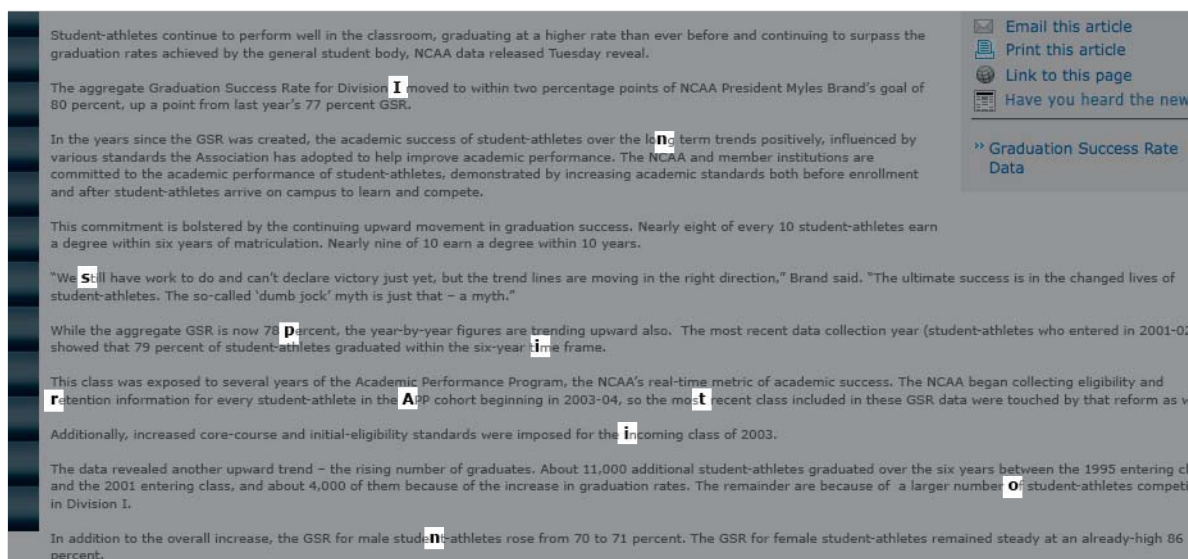
Clue 1: Part of the headline or path to each story will include "Have you heard the news?"

Clue 2: One of the related links will be "Have you heard the news?" This will take the viewer directly to the web page



F-1 - Detail B

Clue 3: The bottom of the page is curled up to reveal a newspaper page. This will take the viewer directly to the web page.



F-1 - Detail C

Tip: Seemingly random letters will be bolded. Once unscrambled, the word will be a lead in the news story that will lead to a payoff web page highlighting the honoree(s).

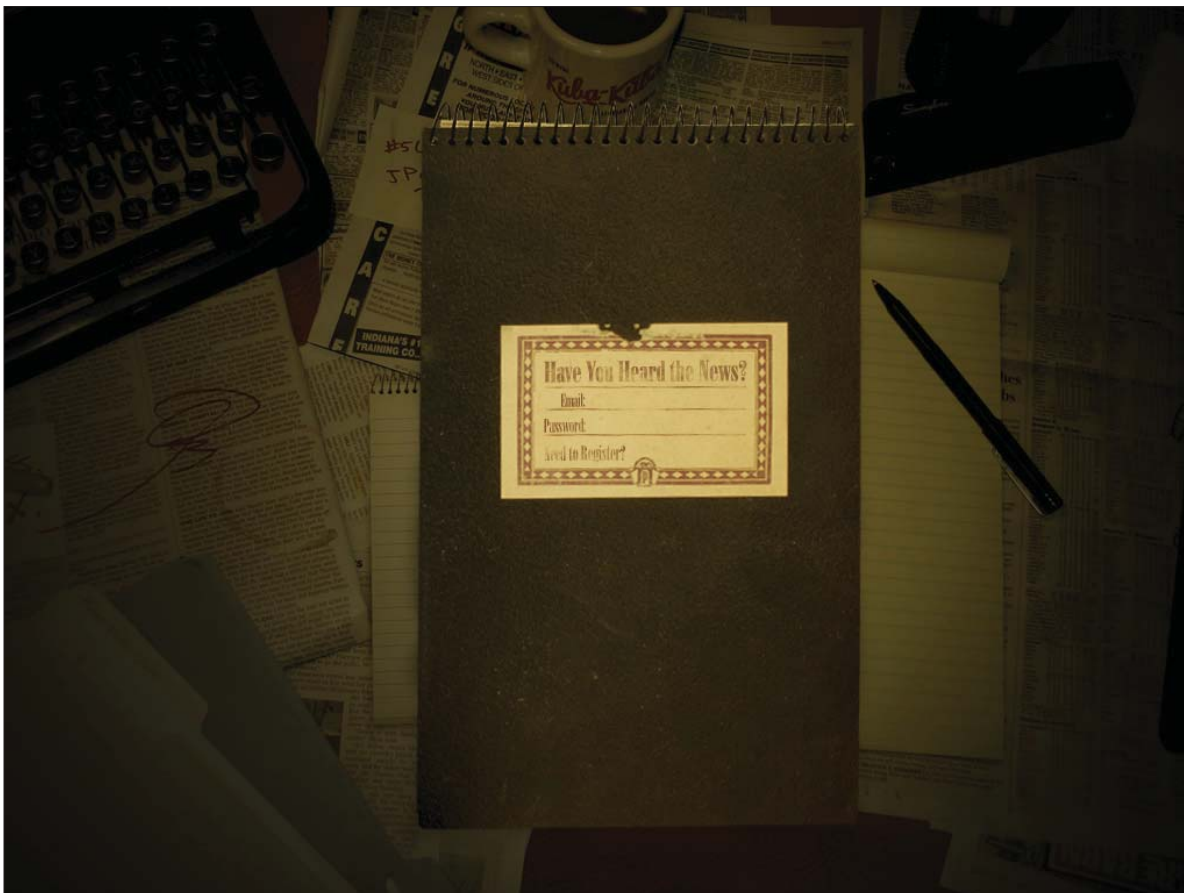
DYNAMIC PAGE - HAVE YOU HEARD THE NEWS? PART-1



When a prospective journalist clicks on to the "Have you heard the news" site, they are greeted with their journalistic desk. The desk is strewn with the everyday items of our cub reporter.

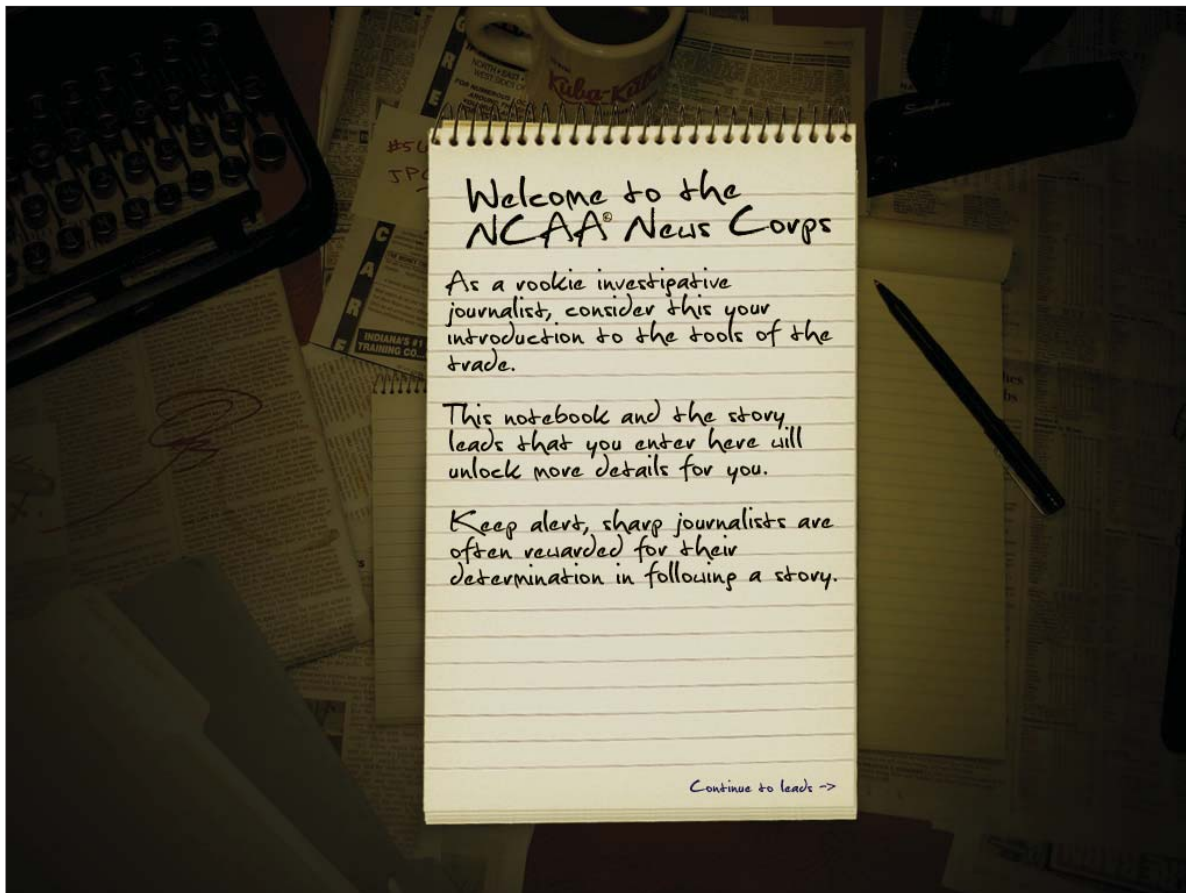
Clicking on the reporter's notebook brings it to the forefront of the screen.

G - 1



The notebook requires the user's email and password to gain entry.

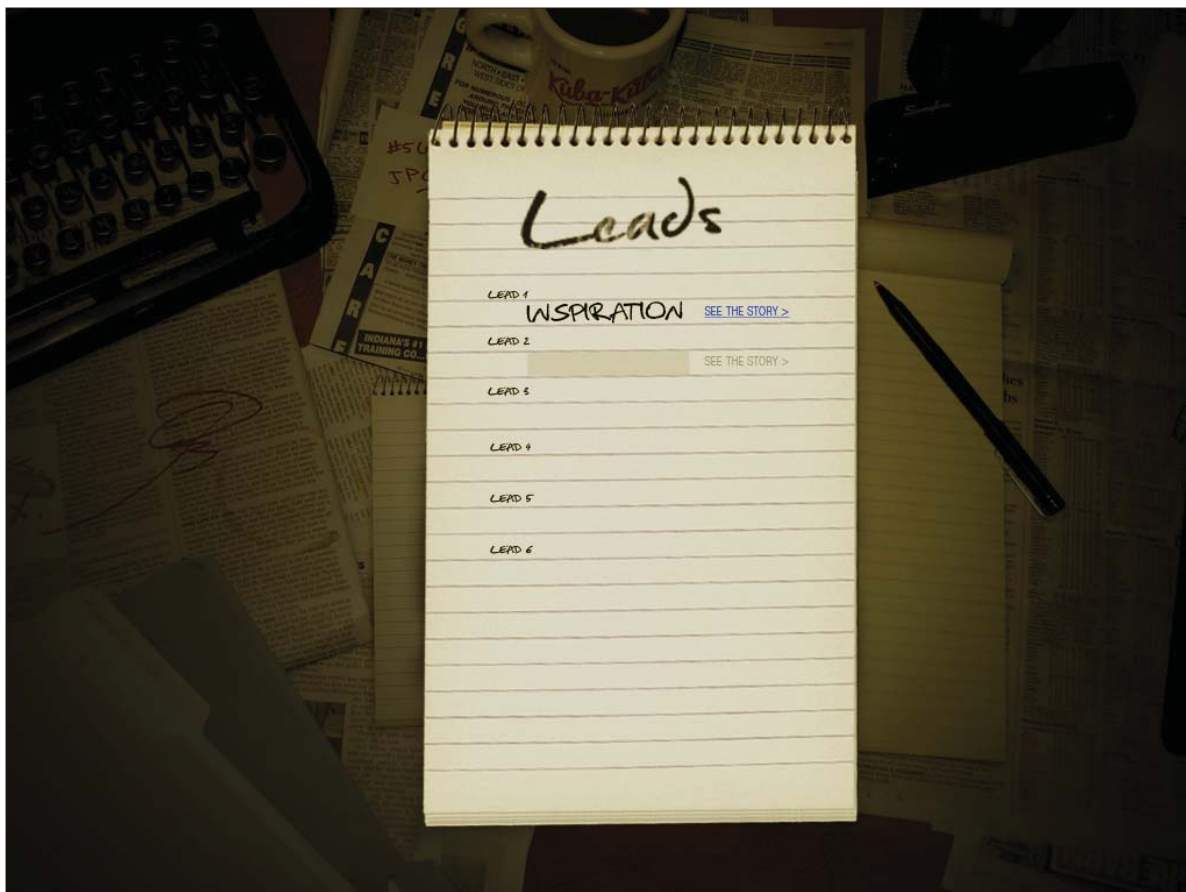
G - 2



Once user has logged on, they are part of the NCAA News Corps.

As the weekly clue is properly entered, the journalist is rewarded with a payoff web page highlighting the honoree(s).

G - 3



The journalist uses the reporters notebook to record their leads and interpret their findings.

Journalists will have the option to enter old clues (in case they started later) and the option to revisit any payoff web page they have already unlocked.

G - 4



After entering a properly decoded story lead, the journalist is rewarded with the payoff page. This offers downloadable text about the honoree, the award itself, and also contains more hidden clues.

G - 5



Highlighted areas offer a bit of mystery: the journalist's name will show as the by line of a story, there is a hidden clue telling them when to look for the next story tip, and there is a hint toward the Newseum location.

Journalists can register to attend the Honors Celebration Dinner from this page as well.

G - 5 - Detail



H-1 - Closed

If each weekly tip was followed, the journalist is rewarded by the NCAA Editor in Chief at the Honors Celebration.

We would have leather journalist-style padfolios created for the event with "Have you heard the news?" emblazoned on the front.



H-1 - Open



Static Banner Ads



Static Web Page



Static Banner Ads



Dynamic Banner Ads

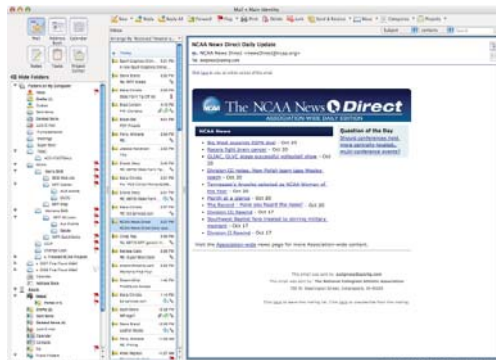


Static Web Page

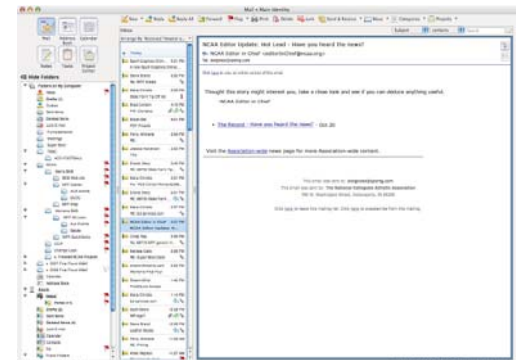
LEAD WEEKS: FLOW CHART



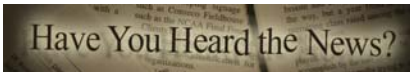
Static Banner Ads



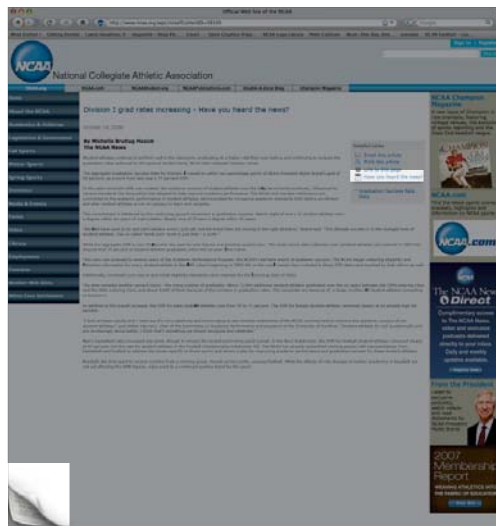
News Direct Email



Direct Story Email



Dynamic Banner Ads



News Direct Clues in Story



Dynamic Web Page



Reward Web Page

	M	T	W	Th	F	S	Su
FLOOD - 1	Nov. 3 A C	A C	A C	A C	A C	A C	A C
FLOOD - 2	Nov. 10 A B C	A B C	A B C	A B C	A B C	A B C	A B C
INSPIRATION	Nov. 17 A B G D F	A B G D F	A B G D F	A B G D F	A B G D F E	A B G	A B G
TOP VIII - 1	Nov. 24 A B G D F	A B G D F	A B G D F E	A B G D F	A B G D F	A B G	A B G
				THANKSGIVING			
TOP VIII - 2	Dec. 1 A B G D F	A B G D F	A B G D F	A B G D F	A B G D F E	A B G	A B G
VALOR	Dec. 8 A B G D F	A B G D F	A B G D F	A B G D F E	A B G D F	A B G	A B G
SILVER	Dec. 15 A B G D F	A B G D F	A B G D F	A B G D F	A B G D F E	A B G	A B G
THEODORE - 1	Dec. 22 A B G D F E	A B G D F	A B G D	A B G D	A B G D F	A B G	A B G
			CHRISTMAS EVE	CHRISTMAS DAY			
THEODORE - 2	Dec. 29 A B G D F E	A B G D F	A B G D	A B G D	A B G D F E	A B G	A B G
			NEW YEARS EVE	NEW YEARS DAY			
BIG REVEAL - 1	Jan. 5 A B G D F E	A B G D F	A B G D F	G	G	G	G
			CUTOFF DAY				
BIG REVEAL - 2	Jan. 12 G	G	G H				
			EVENT DAY				

