

Attachment :

## **2017 China Southern Airlines Cup Creative Marketing Plan Competition**

### **1、 Theme**

*Under the condition of a given budget (AUD 2 million), for a period of one year, with passengers on flight routes departing from Melbourne as target markets, develop a marketing plan to improve the market share; flight occupancy rate; flight income and the profit of China Southern Airlines.*

### **2、 Requirements of the marketing plan**

1. The plan should cover a period of one year, covering all seasons
2. Within a budget of AUD \$ 2 million, reasonable allocation of budget is required
3. The target market is the passengers on flight routes departing from Melbourne
4. The primary objective of the marketing plan is to improve the market share, flight occupancy rate, flight income and profit for CSA
5. Participants can refer to the following objectives to set the sub-target for their marketing plan
6. Participants need to consider different marketing and sales channels to create a unique and creative marketing plan

### **3. Objectives of the marketing plan**

1. Improve brand awareness of CSA, especially in the domestic market and the Asian market in Australia
2. Improve the publicity of CSA: How to effectively enhance the publicity of CSA
3. Increase the number of followers of CSA: How to build CSA to be representative of the phrase "Communicate with the world"
4. Increase the conversion rate of potential customers to new customers
5. Increase the conversion rate of new customers to regular customers
6. Increase the market share of the online direct selling channel
7. Enhance customer experience and satisfaction

### **4. Requirement on the content of the marketing plan**

1. Market Positioning: through understanding the competitive market environment and CSA's competitors, create a strategic market position for CSA
2. Product and Service Design: based on the selected market position, design a combination of products and services
3. Pricing Strategy: based on the selected market position, design a pricing strategy for your combination of products and services
4. Marketing Strategy: with emphasis on emerging marketing channels, design a combination of different marketing and promotion strategies for CSA
5. Sales Channel Strategy: with emphasis on direct-selling channels, and making use of other distributions channel, design a sales strategy.
6. Other Promotional Strategy: strategies other than traditional promotional methods, such as one-off promotional event
7. Presentation: PPT design, overall performance and the appearance of the presenters

Judging matrix:

	<b>Overall Scores</b>	<b>Creativity</b>	<b>Comprehensiveness</b>	<b>Feasibility</b>	<b>Expected Outcomes</b>	<b>Others</b>
Market Positioning (10%)	/10					
Product Design (10%)	/10					
Pricing Strategy (10%)	/10					
Marketing Strategy (25%)	/10					
Sales Strategy (25%)	/10					
Other Strategy (15%)	/10					
Presentation Performance (5%)	/10					