



BRAND CHALLENGE | 2018

19 SEPTEMBER 2018

OVERVIEW – CONTIKI

Contiki are the world leaders in travel experiences for 18-35's. We're about discovery, once-in-a-lifetime moments, human connections, and making every second of being young count.

Contiki was started by New Zealander John Anderson in 1962 and has evolved to become the largest youth travel company in the world.

We run over 300 trips in 50 plus countries, each and every one designed to get to the beating heart of a destination, understanding the local way of life and unearthing No Regrets experiences. A member of the family-owned The Travel Corporation (TTC), we are renowned and trusted for our outstanding quality, service, value, reliability and financial stability.

We believe that life's greatest lessons are learned through travel. That real life doesn't happen when you colour inside the lines. It's only when you break free, trust your impulse, and intentionally live with your eyes wide open, that you become the person you're meant to be. This is what it means to live life with no regrets.

Want to know more? Visit www.contiki.com @contiki #noregrets

THE ORGANISATION

The Travel Corporation (TTC) is a highly successful international travel group. Our philosophy is simple – to create enriching experiences for our travellers by combining an unbeatable mix of exceptional service and quality at great value, driven by a passionate global team who are driven to deliver memorable experiences.

No matter what your taste, whether you are a family or a couple, a group or travelling solo – TTC offers something for everyone. Our multi-award-winning portfolio ranges from luxury hotels and boutique river cruises, to independent holiday package companies and a variety of guided travel experiences.

Visit www.TTC.com

THE CHALLENGE

To conduct research relating to brand awareness and perception and use this as the basis to provide a recommendation on the best way to engage potential Contiki travellers.

Your first task is to undertake some market research: a qualitative assessment of overall brand awareness and perception of the Contiki brand among your peer group. Whether via survey, focus group or in-depth interviews, uncover the brand sentiment, and the true voice of Contiki customers in NZ.

After analysing your findings and identifying key focus points, write your marketing recommendation report with practical ideas for Contiki to reach your peers (typically 3 ideas with one that is recommended). Include communication strategies to engage with Contiki's target audience and outline which communications channels should be used, why and how. Bring these recommendations to life with realistic suggestions that align with Contiki's values and drive uptake of Contiki's global travel products.

THE REWARD

In addition to the learning, the better interview stories, the glory and the CV line items potentially provided by this competition, Contiki is kindly providing some excellent prizes:

- Each member of the top team will win a seat on the Contiki Jaffas 'n Jandals itinerary from Auckland to Paihia including accommodation, transportation, 3 meals and no regrets inclusions (worth \$450pp)
- Second and third-placed teams receive Contiki merchandise.
- One paid two week internship will also be provided to a member of the winning team as selected by the Contiki team with timing and other conditions to be negotiated by both parties.

THE INSTRUCTIONS

In teams of 4, you will write a report and prepare a 10 minute presentation with slides to address the challenges set out in this brief.

The report must be 5 pages or less, and you must provide references for your sources.

There will be a tutorial on Thursday 20th September at 6pm in OGGB Case Room 2, where representatives from Contiki will share insight into what they are looking for and answer any questions.

Submit your report and slideshow by email to uoamcc.specialised@gmail.com before midnight Thursday 27th September.

Preliminary presentations will take place on Saturday 29th September, involving a 10 minute presentation and a 10 minute question and answer session.

The top 5 teams will be selected to attend the final round on Monday 1st October and present in front of Contiki representatives and industry professionals.

Any questions should be directed to uoamcc.specialised@gmail.com