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**Project Name:**

Your Pictures, Their Future

**Presenter Name:**

Kaci Eckel

**Objectives**

* To increase awareness of SanDisk imaging cards among college students, causing sales to increase, offsetting the cost of the campaign.
* To raise awareness about collegiate female athletes with the partnering of SanDisk and the Women’s Sports Foundation, causing increased media attention for both SanDisk and collegiate female athletes during the implementation of the campaign.

**Research and Planning**

SanDisk was founded in 1988 by Dr. Eli Harari and is now the largest provider of flash memory cards in the world. SanDisk’s headquarters is in Milpitas, California. SanDisk has been behind the increased demand for digital cameras, flash drives, mobile phones and other devices. SanDisk’s technology is also available for companies to use.

Billie Jean King founded the Women’s Sports Foundation in 1974. The organization fights for equality in athletics and works to make sure every girl has the opportunity to reap the benefits that sports offer.

According to research done by the Women’s Sports Foundation, 57% of the college population is female, but males receive 56,110 more athletic opportunities. The foundation is working to lower that number. A partnership between SanDisk and the Women’s Sports Foundation would be the key to accomplishing the goals of both organizations.

**Strategies**

* Hold a national competition among colleges and universities. The competition will ask students to upload their photos of their experiences at their school’s women’s basketball game to SanDisk’s website.
* The winning school will be visited by SanDisk’s representatives and receive various prizes, awards and scholarships.
* 20% of revenue from each SanDisk imaging card purchased by a college student during the competition will go to the needs of the college’s women’s sports programs.
* SanDisk and the Women’s Sports Foundation will send a press release to specified news outlets.
* Use the above strategies to convey SanDisk’s three message points
  + SanDisk’s imaging cards are not only perfect for uploading the pictures that capture the college experience, but when purchased, the imaging cards support the women’s sports program of the buyer’s college.
  + Not all women can be collegiate female athletes, but all women can support female athletes. By partnering with the Women’s Sports Foundation, SanDisk is using the sales from imaging cards to make sure these seemingly unrecognized athletes have what they need to be as successful as possible.
  + Men can also get in on the action. By purchasing an imaging card, men will be supporting the women in their lives and women everywhere by contributing to the equality of female athletes and the self-confidence that comes with participating in athletics.

**Tactics**

* “SanDisk’s Your Pictures, Their Future” Competition
  + Students will be asked to upload photos of their experiences at their women’s basketball game through the SanDisk website. The competition will be set up like a bracket system and run throughout the basketball season. The students will have a 24-hour period to upload the photos. The school that uploads the most photos from the game will advance to the next round, until one school is left. During the competition, all college students will have the opportunity to support their female athletes, even if their school doesn’t advance in the competition. 20% of the purchased imaging card will go to the buyer’s school’s women’s sports program. Each school will be given a special code to use at check out.
* Promoting the Product
  + Young SanDisk representatives will visit the winning school and there will be drawings for a SanDisk Fuze, SanDisk gift cards, and various SanDisk products. Each player and coach of the winning school’s women’s basketball team will be given SanDisk imaging cards and the school will also receive $20,000 to be used for the women’s sports programs.
* Press Release
  + Both SanDisk and the Women’s Sports Foundation will send out a press release to news outlets. This includes the college newspapers of all the schools in the competition, ESPN, major news networks and two well-known national newspapers, the New York Times and USA Today.

**Evaluation/Measurement**

To adequately measure the outcome of this campaign, each objective will be looked at separately.

* Increasing sales of SanDisk imaging cards among college students
  + The main objective of this campaign is to sell more imaging cards to college students. Because of the code that each school will be given to enter when a student purchases an imaging card, tracking the number of imaging cards sold to college students will be simple and accurate.
* Raise awareness of collegiate female athletes, causing increased media attention for the athletes, SanDisk and Women’s Sports Foundation.
  + This will be measured by the amount of mentions that both SanDisk and Women’s Sports Foundation receive in the media and in social media platforms.