

CASE

# CONTRACT ROUND 3

Presented by

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**GUSTAV**™/MC

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**HAPPENING MARKETING**

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## CONTRACT ROUND 3

### CLIENT

Monsieur Gustav

If you're reading this, congratulations! Your agency is one of the three finalists who will get a chance to convince the judges that your strategy is viable and that you deserve first place on the podium. The competition is fiercer than ever, so it's time to shift into high gear and demonstrate just what makes your agency so exceptional.

Your final presentation will be on the profitability of your marketing strategy and will need to feature a breakdown of your budget by activity. To help the judges better understand your budget, please include a recap of the previous two rounds. Remember who you are and what the core of your marketing strategy is.

You must create a comprehensive timeline for your strategy in order to present the metrics by which Monsieur Gustav can calculate his return on investment.

As a reminder, the budget allocated for this job is \$300,000, and the strategy must be implemented within six months.

Find a way to show off your agency's talent. After all, it's what's gotten you to the final.

Game on!

**Bon appétit!**

