

# PEARSON

## Pearson Free Agent Marketing Plan Case Competition Guidelines University of Pennsylvania February – March 2010

[Pearson](#) is the leading global media company comprised of key brands including Penguin, Financial Times, and Pearson Education, which consists of several publishing imprints: Prentice Hall, Addison Wesley, Benjamin Cummings, Longman, and Allyn & Bacon.

Within the higher education market, we have a singular focus in helping students achieve success with our suite of products and services, including the online [MyLabs](#) and [Mastering](#) products, both of which reach millions of students and help them conquer difficult subjects. To this end, working directly with students is vital to the success of our business. Our entire staff of authors, editors, media producers, and marketing managers is eager to communicate with students all around the nation so that students have a voice in helping Pearson develop cutting edge educational materials.

That's where Pearson Free Agent comes in. When students create Free Agent profiles and complete a variety of projects related to materials in development, Pearson's product teams will receive immediate feedback allowing them to focus and refine their efforts in developing the next generation of Pearson publications.

### **The Launch**

We are on the cusp of releasing Pearson Free Agent — a website that gives students the opportunity to influence the next generation of educational products by completing projects such as reviewing book chapters, participating in surveys, and submitting original content. Each of these diverse projects, covering all educational disciplines, will be associated with a variety of incentives, including:

- Automatic cash payments into a student's PayPal account for completing short surveys
- Hefty discounts on Pearson products via [MyPearsonStore](#)
- Drawings to win such prizes as Apple products, cash, free textbooks and more

Currently, the Pearson Free Agent website remains under final development in preparation for launch. A beta version, for use in gaining a sense of the product's design, is available at <http://www.studentsatpearson.com/UA-test/freeagent>. Ultimately, Pearson Free Agent will be available at [www.pearsonfreeagent.com](http://www.pearsonfreeagent.com) and closely connected with [www.pearsonstudents.com](http://www.pearsonstudents.com).

### **How Does it Work?**

Free Agent is a snap.

# PEARSON



- Students create a Pearson Free Agent profile
- Based upon their profile, students are offered the opportunity to complete a customized list of projects at their leisure
- Students receive the incentives associated with each project they successfully complete

It's as simple as that. Through their participation, students have the opportunity to influence the next generation of Pearson products in a hands-on fashion. As an example, imagine submitting a photo, seeing it published in a first edition textbook, *and* collecting \$250 in the process. These are the kinds of opportunities awarded to participants.

On the back end, Pearson staff from across the company brainstorm inventive and engaging projects. The posting process runs through a channel of Pearson administrators who scour the database to maximize quality content and guarantee legitimacy.

When the projects are finally posted, students select the ones that appeal to them based on discipline, compensation, or the scope of the job.

## Sample Projects

### Surveys

- Question: Do You Use eBooks?
- A survey intended to collect information about student usage of eBooks and eReaders
- Five snappy questions about usage gathers basic information about time spent in front of a Kindle-type device reading eBooks, how much a student is willing to pay for an eReader, whether eTextbooks would be viable option on a tablet computer, and more
- After completing the survey, the student instantly receives \$5 in his/her PayPal account

### Content Reviews

- Compare and Contrast Two Biology Textbooks
- After comparing two Pearson biology textbooks — one a tenth edition Pearson book; the other a just-released biology text — the student writes a 500-word document detailing how a similar chapter in each book differs in readability, usefulness, aesthetic appeal, and more
- This type of project is open to all biology majors using specified Pearson textbooks — projects such as these are generated to engage certain fields of interest and collect data from a targeted group
- 25 approved docs receive \$50 a head and, as an added bonus, 25% off MyPearsonStore

# PEARSON



## Content Contributions

- Make Your Story a Part of Choosing Health
- Students submit testimonials about various health-related topics such as alcohol, tobacco, stress and health insurance, write a 200-word story about one's personal relationship with the chosen topic
- If the Pearson Health Team chooses a student's story, the student receives \$50 directly into his/her PayPal account, as well as the opportunity to see his/her story published in the latest health textbook
- Other students receive \$25 for accepted stories and have their work featured on a Pearson website

## The Measure of Success

By the end of 2010, the success of the Integrated Marketing Communications (IMC) Plan will be measured on the following:

- Site traffic on [www.pearsonstudents.com](http://www.pearsonstudents.com) and [www.pearsonfreeagent.com](http://www.pearsonfreeagent.com)
- 10,000 Free Agent student profiles created by US college and university students
- Over 100 successful project completions. Note that a project completion may require up to 2,500 student participants
- Enhancing Pearson brand image and presence on a variety of diverse campuses nationwide

With so many opportunities for participants to contribute, we will have saturated Free Agent with thousands of projects from all disciplines to ensure every nook and cranny of the educational playing field has been covered.

## Your Task

Create the Integrated Marketing Communications (IMC) Plan for the launch of Pearson Free Agent.

Your budget is \$10,000. Pearson Free Agent will be aggressively channeling YouTube, Facebook, Twitter, Flickr and various other social media and networking sites. It is your job to develop both strategy, and, more importantly, creative materials, in order to convey a unified message to students nationwide.

Your plan should:

1. Demonstrate how you intend to recruit a diverse population of students
  - a. 4-year university
  - b. 2-year community college students
  - c. Career college students (DeVry, ITT, etc.)

# PEARSON



- d. Traditional (age 18-24) and non-traditional (age 25+) students
- e. Geographical diversity
- f. Institutional diversity (research, ivy-league, state schools, liberal arts, etc)
2. Reflect findings from primary and/or secondary market research on how other companies get college students to participate in surveys, etc.
3. Create the Pearson Free Agent tagline – 10% of overall case grading
4. Write a brief or video tape an “elevator pitch” to students about Pearson Free Agent – 30% of overall case grading
5. Given our goals and your own market research, map out the Pearson Free Agent IMC plan strategy and create sample marketing pieces and advertisements – 60% of overall case grading
6. Your submission should clearly prioritize the channels and promotion methods you decide to include

**Case materials, terms and conditions, and submission instructions may be found at [www.upenn-dsp.org/pearson](http://www.upenn-dsp.org/pearson). The deadline for all submissions is 11:59pm on February 21, 2010. All submissions should be sent to [studentrelations@pearson.com](mailto:studentrelations@pearson.com).**