CHALLENGE #3

Summary
Create a “loyalty program” game that increases your audience by rewarding those who participate in on-air or online activities.

Challenge:
Build a loyalty program contest for a local media outlet, or a specialty program like The List (http://www.thelistshow.tv). A loyalty program would measure and reward consumers’ explicit actions on products produced by the media outlet – a newscast on-air, a website, a mobile app, or on social media.

Consumers would be rewarded for participation in both on–air and online activities. The goal of this challenge, submitted by the E.W. Scripps Co. is, “In the end, we want the loyalty program to increase the number of viewers/users and the frequency of their usage of our products.”

Deliverables:

- A summary of the problem within its context
In order to ensure your solution is truly innovative, you need to investigate the problem. Are there any existing similar technological approaches? If so, how does your solution try to recreate, improve on or differentiate itself from a previously successful approach? What observations, studies, industry research, or communication best practices support your approach to the problem?

- A viable solution:
Figure out what activities can be measured and assign a relative value to these activities. That is, create the game.

Students can either:
1) look to create a short-term competition with a modest budget for prizes/rewards ($2,500) and a limited time frame (30 days), or
2) an ongoing loyalty program. With option 2, still consider a modest prize budget (perhaps $10,000) to spread over an entire year. Students can decide how to divide up the prizes to encourage the most participation in the contest.

Media outlets often seek and secure advertiser sponsorships in connection with contests like this. How could the advertiser be integrated into the contest and the marketing?

Other key considerations: registration, tracking activities, marketing, administering the competition to determine winners, prize allocation.
- **A workable business model**
  What would be the costs to produce your solution? In what ways would the solution become self-sustaining, or produce revenue?

- **A strategy for reaching diverse audiences**
  Pay special attention to ways of engaging underserved and underrepresented audiences.

**Resources:**
These links may help get you started:
- [http://faculty.haas.berkeley.edu/robinson/Papers%20DOR/Customer%20Loyalty%20Programs.pdf](http://faculty.haas.berkeley.edu/robinson/Papers%20DOR/Customer%20Loyalty%20Programs.pdf)