

COMMUNICATING SUCCESSFULLY: INWEGO

Business & Challenge Overview

Do more. Spend less. Get your tickets to hundreds of sports, concerts and local events, all for one monthly fee. Cancel anytime. That's INWEGO's promise! INWEGO is a ticket subscription that was founded and launched in Atlanta, GA in 2016. We're currently available in Atlanta, Denver and Phoenix — coming to more cities soon! By partnering with the cities' top sports teams and live events we're able to offer INWEGO members tickets to hundreds of events per year, all for one monthly subscription, all on your phone.

INWEGO is preparing to launch into its fourth market, Dallas, and must determine how to best communicate the launch to the target market in this city. We need your help! As part of INWEGO New Market Launch Team, ***how should we communicate the launch of its subscription service in the Dallas, TX market to drive the most subscribers?***

The leadership team would like for you and your team to really understand the target market in Dallas and use that knowledge to develop an exciting communications strategy, through multiple channels, that will build awareness and attract subscribers.

Let's go do it!

Checklist

UNDERSTAND THE PROBLEM

- Write down what you know about the problem.
- Review what exactly the company is asking for from your team.

RESEARCH & EXAMINE PROBLEM

- List what you need to know to understand what is causing the problem. Use the following questions as a starting point:
 - *What does the target audience like to do for fun?*
 - *What channels would be best to reach the target audience?*
 - *What other services does the target pay for currently?*
 - *Which components of the service would they be most interested in?*
 - *What types of messages seem to attract that demographic most?*
- Identify resources for getting the information you need to examine the problem fully, and assign research tasks to your team.
- Compile research results into one document that everyone on your team can access.

CREATE SOLUTION

- With your team, brainstorm a list of possible solutions. Use the following questions to help with your analysis:
 - **Define the Audience:** *How would you describe your target audience? What types of services are they attracted to most? What are the needs and interests that matter most to them?*
 - **Develop the Communications Plan:** *What messages should be used? What channels should be used to get to the target? When should the messages be delivered? How will we overcome the noise?*
 - **Consider the Risks:** *How can we gather feedback and avoid communication failures?*
- As a group, discuss your findings and decide on the best solution, making sure to include:
 - A description of the target audience
 - Key messages that will be used to engage the audience
 - At least three (3) channels you will use to reach the audience
 - Thoughts on how you will secure feedback to make sure your audience has heard the message
 - Plans on how you will avoid communication failures
- Your solution should also include the following:
 - Answers to all parts of the challenge question
 - Explanation of why the solution is the best one
 - Evidence that demonstrates why the solution will work
 - Reasoning for choosing the recommended plan
 - Explanation of the expected results the solution will have on the company and stakeholders

CREATE PRESENTATION / DEMONSTRATION

- Create a presentation to share your solution to the case challenge with the company (total time is no more than 3-5 minutes). Be sure to include the following:
 - A clear explanation of your solution
 - Visuals or media that clarify information or engage your audience (e.g., pictures, tables, charts, etc.)
- Prepare to present.
 - Assign portions of the presentation to each team member.
 - Practice delivering your portion of the presentation professionally and confidently.
 - Rehearse the entire presentation as a team.
 - Think through possible questions the company might have about your solution and how you might answer.
 - Make any updates to your presentation that will strengthen your solution and make it clearer.
- Review the Case Challenge Presentation Rating Sheet, and use it as a guide as you develop and rehearse your presentation.