

**DMAW/EF announces its**  
**FALL 2010**  
**Collegiate MAXI Direct/Interactive Competition**  
**Sponsored by the *National Geographic Society***

The Direct Marketing Association of Washington Educational Foundation (DMAW/EF) is pleased to announce the FALL 2010 MAXI Collegiate Challenge, in partnership with the National Geographic Society. This annual competition is open to all undergraduate and graduate students in the mid-Atlantic region (students are only permitted to enter this competition one time, although the same topic is presented both spring and fall 2010 semesters). This competitive challenge is the same as the Spring 2010 competition, giving professors another opportunity to use this Collegiate Maxi Challenge on the National Geographic Society's Children's Books Marketing Campaign for their fall semester courses.

**About the National Geographic Society**

The National Geographic Society is one of the world's largest nonprofit scientific and educational organizations. Founded in 1888 to "increase and diffuse geographic knowledge," the Society works to inspire people to care about the planet. National Geographic reflects the world through its magazines, television programs, films, music and radio, books, DVDs, maps, exhibitions, live events, school publishing programs, interactive media and merchandise. National Geographic has funded more than 9,200 scientific research, conservation and exploration projects and supports an education program promoting geography literacy. For more information, visit [www.nationalgeographic.com](http://www.nationalgeographic.com).

**The Challenge**

National Geographic's children's books have been published for over 40 years but are still relatively unknown to consumers outside of the membership of the National Geographic Society. Books cover topics such as geography, government, history, science, social studies, and sports. Reference, biographies, and fiction titles are also part of the 50+ titles published each year. National Geographic also has a backlist of 450 of previously published titles.

*Deadline: Friday, October 29, 2010 by 5:00 p.m.*

Your challenge will be to create a compelling marketing campaign, utilizing a combination of direct/interactive distribution channels that achieve the following objectives:

1. Increase purchase of National Geographic's children's books by parents, grandparents, family and friends.
2. Increase gift giving of National Geographic children's books throughout the year.
3. Identify additional sources of probable buyers for NGS children's books.

To see the children's book titles available currently go to

<http://shop.nationalgeographic.com/ngs/category/books/kids-books-and-atlases?categoryLevelId=A001>

### **Benefits of Participation**

Students will gain hands on experience in direct/interactive marketing through a real world business case study challenge.

Students will work collaboratively with other students--the same way professional marketers work together, capitalizing on each contributor's unique talents and experiences to form a successful marketing campaign.

Students will gather data and secure consumer insights just like the pros do, using a combination of client provided research and marketing intelligence gained through public resources

Winners and their Professors will receive trophies and/or certificates; with winners to be invited to a special award reception in Washington, D.C.

### **Entry Information and Instruction**

Detailed entry information and instructions through the DMAW/EF. You may contact Karen Depew, Executive Administrator of DMAW/EF, with questions at 301.652.7074 or [karen@northwoodconsulting.com](mailto:karen@northwoodconsulting.com) All participating professors or team leaders will need to submit an 'intent to participate' form, with signed confidentiality agreement, to receive full collegiate maxi direct/interactive competition material.

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