

PURPOSE

Participants in the Finish Line Challenge will assist Finish Line (FINL) in analyzing its omni-channel strategy (providing a consistent and premium customer experience through the many ways in which the customer shops). This includes researching the customer experience through mobile technology, the Internet, social media, offline media, and in-store. Participants will develop recommendations based on that research. Teams will then present these recommendations in a YouTube video. These videos will be reviewed by Finish Line executives to determine the top videos.

PROCEDURE

Finish Line challenges DECA members to evaluate its omni-channel strategy using market research on a variety of subjects. Using the research questions on the following page, teams are to present how customers perceive Finish Line and its omni-channel efforts and identify areas to improve that are most important to the consumer. Here's how we see the future of retail:



The Future of Shopping

After research is conducted and observations are made, each team must develop a presentation on their research findings. Teams must then create a video presentation of their methodology, research findings, solutions and improvement strategies. Video presentations will be posted on YouTube for evaluation. Videos over ten minutes in length will not be evaluated and will not be eligible for awards. Video presentations will be evaluated on the methodology of the research, the quality of the findings, how actionable the improvement strategies are, and on the overall look and style of the presentation.

Finish Line will evaluate all of the video presentations and select the top three teams to travel to Finish Line's corporate office in Indianapolis, Indiana to make their presentations to top management in person. Presentations in Indianapolis will be a maximum of 30 minutes in length and followed by a 15 minute question and answer session. Teams will present in a boardroom to as many as 30 executives. Teams will have access to a computer connected to a projector with speakers. Finish Line will pay for travel and accommodations for all three teams. Finish Line management will select the winning

team and award a travel prize to cover that team's expenses to the International Career Development Conference in Orlando, Florida.

Interested chapters must fully complete and submit the online registration form no later than December 12, 2014 to be eligible for the grand prize. Late entries will not be accepted.

Finish Line retains the copyright on any submitted material and reserves the right to use the material in any way or format it sees fit. DECA Inc. and Finish Line are not responsible for lost, mislabeled or misdirected entries.

ELIGIBILITY

Teams of up to three (3) DECA members may participate in the presentation. Chapters may submit multiple entries for consideration. Eligibility to attend the International Career Development Conference is determined by the chartered associations, based on their policies. Finalists should consult with their chartered association advisor for eligibility guidelines.

AWARDS

Finish Line will choose the top three team videos and fly those teams to the Finish Line corporate office (Customer Central) in Indianapolis, Indiana, to present their omni-channel recommendations to Finish Line executives. Finish Line will pay for the travel and accommodations for the top three teams. Finish Line executives will then choose the overall winning team presentation. Finish Line will cover the winning team's travel expenses to the International Career Development Conference in Orlando, Florida where that team will be recognized on stage at a general session.

TIMELINE

| | |
|---|-------------------|
| Challenge announced | August 2014 |
| Challenge registration form receipt deadline | December 12, 2014 |
| Top three teams notified | January 9, 2015 |
| Top teams present Indianapolis, IN | TBD |
| Winning team travels to ICDC (Orlando, Florida) | April 25–28, 2015 |

REGISTRATION

Chapters must fully complete and submit the online registration form no later than **December 12, 2014** to be eligible for the grand prize. The online registration form is located at <http://bit.ly/ZaOIEx>. Late entries will not be accepted.

RESEARCH QUESTIONS

1. In your opinion, how is Finish Line leveraging the omni-channel experience vs. its competition?
2. How many ways and in what ways do customers typically engage with Finish Line before they make a purchase?
3. What could Finish Line do to improve the omni-channel experience for its customers and increase their likelihood of recommending Finish Line?
4. How can Finish Line better leverage our current channels of Social Media (i.e. Facebook, Twitter, Instagram)?
5. What new social or different media platforms should Finish Line explore to enhance its omni-channel experience?
6. What role can offline media (direct mail, coupons, brochures, etc.) play in the omni-channel experience for Finish Line?

EVALUATION FORM

To be completed by judges

Chapter Name: _____

Participants: _____

1. How well did the participant’s research address Finish Line’s omni-channel experience? How actionable were the suggestions for improvement?

1 2 3 4 5 6 7 8 9 10

2. How well did the participant’s research address the competition’s omni-channel strategy? How actionable were the suggestions for improvement?

1 2 3 4 5 6 7 8 9 10

3. How well did the participant’s research address Finish Line’s Facebook strategy? How actionable were the suggestions for improvement?

1 2 3 4 5 6 7 8 9 10

4. How well did the participant’s research address new social media platforms for Finish Line to explore? How actionable were the suggestions for improvement?

1 2 3 4 5 6 7 8 9 10

5. How well did the participant’s research address offline media play in Finish Line’s omni-channel experience? How actionable were the suggestions for improvement?

1 2 3 4 5 6 7 8 9 10

6. Overall Look, Style, and Feel of the Presentation

1 2 3 4 5 6 7 8 9 10

TOTAL = _____/60

Comments: