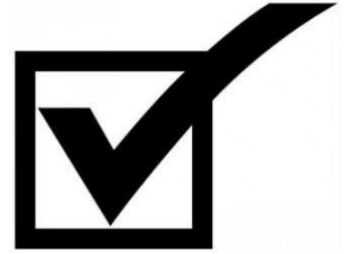


**BUSINESS
PROFESSIONALS**
of **AMERICA**
Giving Purpose to Potential



Global Marketing Team

(500)

REGIONAL 2025
PRELIMINARY

Topic

Background: VisionVR is an imaginative “fictitious” and forward-thinking virtual reality (VR) entertainment company founded by local entrepreneur, Emily Vision. With an unwavering commitment to immersive experiences, VisionVR is on a mission to redefine entertainment through cutting-edge VR technology, crafting unforgettable adventures for consumers. Since its inception, VisionVR has garnered acclaim for its ingenuity and dedication to delivering extraordinary virtual experiences. Now, poised for growth, VisionVR is exploring the prospect of expanding into the domestic market.

Task: Your marketing team has been hired to devise a comprehensive marketing plan for VisionVR's domestic expansion. Within the next one to three years, VisionVR is striving to establish a presence in a U.S. city of your choosing, with ambitions for international expansion within five to seven years. Additionally, your team will deliver a polished presentation encompassing the research findings and strategic recommendations for VisionVR. This presentation will serve as a catalyst to showcase your team's insights and proposed strategies to key stakeholders within the company, effectively communicating the value of the marketing plan and instilling confidence in VisionVR's future growth and prosperity. Prepare to articulate and defend your recommendations from a marketing standpoint, leveraging the power of marketing expertise to propel VisionVR towards success in the competitive landscape of virtual entertainment.

JUDGING PROCEDURE

- As a team of judges, formulate two to three questions to ask at the conclusion of the presentation. Be sure to ask the same questions of each contestant.
- Contestants will present before a panel of judges and timekeeper.
- The length of set-up will be no more than three (3) minutes.
- Set-up will be stopped at three (3) minutes to begin the presentation.
- The length of the presentation will be no more than ten (10) minutes, followed by judges' questions not to exceed five (5) minutes.
- The presentation will be stopped at ten (10) minutes.
- Excuse contestants upon completion of judges' questions.
- **There can be no ties in the top ten (10) contestants.** It is the responsibility of the judges to break any ties.
- The Administrator will fill out a ranking sheet prior to dismissing the judges.
- If more than one (1) section is necessary, finalists will be determined by selecting an equal number from each section.
- Give administrator all Scoring Rubrics, Judges' Comments Sheets, and contest materials.
- No audience is allowed in the contest room.

Please double-check and verify all scores!

Sample Questions:

- Can you discuss VisionVR's marketing timeline for establishing a presence in the chosen city?
- Which part of the marketing mix was the most difficult for your team to complete and why?
- What, if any, other international location was considered for expansion and why was it not chosen?