



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

GLOBAL MARKETING TEAM

(500)

REGIONAL 2026

FINAL

Judge Key

TOPIC

Background: A fictional U.S.-based tech startup has developed *ThriveSpace*, a mobile mental wellness app designed to support the emotional well-being of high school and college-aged students. The app features guided meditations, journaling tools, CBT-based self-help exercises, and AI-powered mental health support. As youth mental health becomes an increasingly urgent global issue, the company is seeking to expand its reach through international markets.

Task: Your team has been selected to create a comprehensive global marketing expansion strategy for *ThriveSpace* by identifying and justifying three countries outside the United States where the app can be successfully launched within the next one to three years. Your recommendations should be supported by thorough research, including market data, social trends, and economic conditions. In addition to submitting a formal written marketing plan that follows the *BPA Style & Reference Manual*, your team will deliver a professional presentation that summarizes your strategy and key findings. Be prepared to defend your decisions from a marketing perspective, demonstrating how your plan will position *ThriveSpace* for success in a competitive global marketplace.

GENERAL GUIDELINES

1. **Formulate Questions:** As a team of judges, create two to three questions to ask at the end of each presentation. *Make sure to ask the same questions to every team.* Potential questions are listed below.
2. **Presentation Details:**
 - **Setup Time:** Teams have up to 3 minutes to set up.
 - **Presentation Time:** Each team has up to 10 minutes to present, followed by up to 5 minutes for judges' questions.
 - **Completion:** Excuse the teams after the judges' questions are finished.
3. **Judging Rules:**
 - **No Ties:** There can be no ties in the top 10 teams. Judges are responsible for breaking any ties.
 - **Ranking:** The administrator will fill out the ranking sheet before dismissing the judges.
 - **Multiple Sections:** If there are multiple sections, finalists will be chosen by selecting an equal number from each section.
4. **Audience:** No audience is allowed in the contest room.

POTENTIAL JUDGE'S QUESTIONS

1. How did your team determine the pricing strategy for one of your selected countries?
2. Which element of the marketing mix do you think will be most important for *ThriveSpace*'s success abroad, and why?
3. What is one promotional idea your team came up with to increase awareness of *ThriveSpace*?
4. What is one difference between marketing the app in the U.S. and one of your selected international markets?

FINAL STEPS

Double-check and verify all scores.