

DECA

DISCUSSION GUIDE

MDA TELETHON: BRAND AWARENESS, PARTNER ACTIVATION AND CAUSE RAISING

NAME _____

DATE _____

SUMMARY

This video panel will provide content on these performance indicators:

- Describe factors used by businesses to position corporate brands
- Explain the role of situation analysis in the marketing planning process
- Explain the use of celebrities/influencers as a word-of-mouth strategy
- Identify ways to segment markets for marketing communications
- Apply project-management tools to monitor and communicate process

The Muscular Dystrophy Association (MDA) Telethon raised over \$10 million and had a total reach of 4.2 billion, netting over \$2.7 million in advertising value. Thousands of new donors and new constituents were acquired as part of the MDA Telethon Activation. This panel discussion for DECA members and advisors focuses on how a moment like the MDA Telethon can help lift up a brand, bolster fundraising and cause raising and heightens the importance that partners like DECA play in the success of MDA's mission. You can learn more about the MDA Telethon and watch it on-demand at thetelethon.org.

1. On May 1, 2015, MDA made the difficult decision to end its historic telethon tradition of nearly 60 years. The panelists discussed the effects of this decision leading up to the timeframe of the COVID-19 pandemic 2020. List at least three specific reasons creating a need to bring back the MDA Telethon given the circumstances leading up to the MDA Telethon in October 2020.

2. Why was the timing excellent to bring back and reinvent the MDA Telethon? Do you personally think the MDA Telethon achieved a goal of elevating the brand's awareness?

3. Why was choosing the host for the MDA Telethon so important, and what were some of the important criteria MDA was looking for in selecting the host?



4. What is the difference between **paid media** and **earned media**?



5. What is the **lag indicator** and the **lead indicator** discussed in the presentation? Which do you think is more important, and why?



6. What are the characteristics of the **next-generation audience** and the **nostalgia audience** as described by MDA? Which strategies for each were used for each audience? What was missing?



7. One piece of advice offered to DECA members is to connect _____, _____, and _____ to any pitch you make in life. Why do you think this advice is important, and how can you apply it to an example in your life currently?

