

CityU Case Competition 2019/20 Formal Case

Dear competitors,

Welcome to the CityU Case Competition 2019/20. CityU Case Competition is an annual competition organized by Business Proposal and Competition Club that brings together students at City University of Hong Kong to investigate and analyze a specific business case for a particular organization.

We want to thank Birdie for sponsoring the competition this year. We believe it would be a valuable experience for all the participants. Participating teams would be given opportunity to apply for what they have learned as well as to brainstorm for an innovative pitch deck to showcase their skills. Students will have experiential learning that enhances their analytical competencies, problem-solving abilities, team-building and presentation skills, to bring their talents into full play.

Wish all the teams much success.

Best regards,

CityU Case Competition 2019/20 Organizing Team



Business Proposal and Competition Club



College of Business

香港城市大學
City University of Hong Kong

Case Overview



The brand Birdie (自由鳥) was launched in July 2017, with its first present as a rechargeable Travel SIM card, allowing users to travel around the world with just 1 SIM card by topping up travel data online. A half-year later (March 2018), Birdie local mobile service was launched, with the aim to provide destructive contract-free, pure online mobile service, targeting the millennial segment (aged 11-35 years old) in Hong Kong. Aside from traditional operators, Birdie keeps evolving and enriching its service in order to provide more fun and relax experience to its users. Fun features are designed with gamification, e.g., Birdie Stamp, Birdie Friday, member-get-member (MGM) program, etc. In March 2019, Birdie launched a mobile game app “Birdie Farm”, allowing users to farm the mobile data for daily use. At the same time, the game acts as a retention tool for customer loyalty and engagement.

Comparing with those traditional mobile operators, Birdie has just launched 2.5 years in Hong Kong. Awareness is the biggest problem for the brand. Thus, we would like you to come up with **a 360-degree campaign with ideas promoting Birdie**, focusing attention on:

- The non-traditional image
- Its features of no contract, member-get-member program and Owl Time unlimited data usage offers

To give you a brief guide, key questions you could answer:

- Do millennials have loyalty towards their mobile operator, and does the brand matter to them?
- Is price and network stability/coverage the only consideration?
- What if anything about a brand makes millennials attracted to it?

With a budget of **HKD 1 million**, please work consistently to Birdie’s culture - Fun and relax, unwinding in every way - to promote Birdie in as a young and non-traditional operator, and feature

the MGM program, and to draw attention on mobile service to our target segment – *young millennials*.

Proposal requirements

- Required Content: Executive summary, Analysis, Implementation plan (i.e. marketing plan), Financial estimation, Risk analysis, Appendix.
- Special requirement: Apart from the planning, candidate should provide **THREE social media posts** (e.g. Facebook, TikTok) into your Implementation plan to support your ideas.
 - There is **no limit** to the post format. It could be photo/video/text post... something FUN!
 - Try your best to put your social media post inside the implementation. If it is unavailable, then please put the screenshot of your work into the implementation and attach your work (e.g. link) in the appendix.
- Research on the below area is needed. However, it just serves as a general guide for the research direction. Please don't limit your research area to the following:
 - Marketing Intelligence (offers from competitors)
 - Mobile user practice and how would millennials choose a mobile operator
- File format: WORD **and** PDF format, 1.5 line spacing, Times New Roman, 12 font size.
- Length: 5-10 (max) pages excluding cover page, content page and appendices.

Judging Criteria

- Research support (10%)
- Brand understanding (10%)
- Creativity and attractiveness (40%)
- Feasibility (10%)
- Effectiveness and efficiency of use of media (30%)

Submission details

- The First Round Proposal must be submitted through email to cbbpcc@um.cityu.edu.hk by **11:59 PM HKT on 29th March (Sun) 2020**. Late submissions and submissions that do not adhere to the specified format will not be evaluated.
- Professionals from CityU and Birdie will evaluate the submissions and determine advancement to the Final Round. Teams will be notified by **10th April (Fri) 2020**.
- 6 teams will be selected to compete in the Grand Final held on **25th April (Sat) 2020**.
- All the supporting documents can be found in the BPCC Website (<http://www.cityubpcc.com/>).
- Please contact Ella at chenyanxu3-c@my.cityu.edu.hk and Rose at chihmlai2-c@my.cityu.edu.hk should you have any questions regarding competition-related inquiries.

Competition timeline

8 March (Sun), 23:59	Deadline of Online Application
29 March (Sun), 23:59	Deadline of 1 st Round Proposal Submission
6 April (Mon)	Announcement of Finalists
23 April (Thu), 23:59	Deadline of the Final Pitch Deck Submission
25 April (Sat)	Grand Final