

# Engagement Strategies

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# Prize Economics 101...

	<b>Purse</b>	<b>Winner Spent</b>	<b>Total Spent</b>
Orteig	\$25K	\$10K	\$400K
Ansari	\$10M	\$26M	\$100M+

**... 5.5 Billion Media Impressions Worth in Excess of \$120 Million**

## Name an Ad Campaign

- 1) That sticks in your mind
- 2) That got you to do or buy something
- 3) That successfully changed your behavior
- 4) That you loved but forgot the product

# Engagement Strategies

1. Audience
2. Message
3. Strategy
4. Delivery



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# Audience(s)

- Public
- Teams
  - Insiders
  - Outsiders
- Funders
  - For prize
  - For teams

## PUBLIC

- Moms
- Techies
- Tweens
- Sailors
- Environmentalists
- “Explorers”
- Pilots

## Message

- Clear, concise message
- **Ansari** - First private spaceflight
- **Genome** - Sequence 100 genomes in 10 days
- **Progressive Auto** - Cars getting 100 mpg racing across the country
  
- Helped by a “sticky” image or tagline
- Think about what you want them to **KNOW**, plus what you want them to **DO**

To hasten the day when humanity  
leaves the cradle of Earth

To get Peter (and friends) one step  
closer to travelling in space

“To open a new era where space is no longer  
the exclusive domain of massive government space  
programs and ordinary people can now  
realistically dream of one day reaching for the stars.”



## Spaceflight X PRIZE

Private suborbital spaceflight

Private orbital spaceflight

Low-cost, private orbital spaceflight with wide market demand and ready availability

Affordable and available access to space, ready to support wide-scale space-based industry and colonization

## Spaceflight X PRIZE

First private spaceflight

First private team to go to  
space twice in two weeks

First team using 90% non-government funding to fly  
a 90% reusable vehicle, carrying 3 passengers, or  
their mass equivalent, to 100 km altitude,  
twice in two weeks

Master Team Agreement: 50-100pg contract

# Strategy

- Launch
- Sustaining interest
- Winning moment
- Building on success



# Delivery

- **Tone** - guerilla vs mainstream
- **Medium** - blogs, Web 2.0 tools, TV (news? Reality TV?), radio, in-person events, etc...
- **Location**
- **Date**
- **Spokesperson**
- **Gimmick**

# Team Challenge

- Create an X PRIZE marketing campaign for a “green battery” prize (i.e. non-toxic landfill-safe batteries)
- Include
  - Audience
  - Message
  - Strategy
  - Delivery

(tone, medium, location, date, spokesperson, gimmick)

# Barriers

- Regulatory
- Cultural
- Financial
- Competition
- Geography

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ESD.172J / EC.421J X PRIZE Workshop: Grand Challenges in Energy  
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