Engagement Strategies

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2 Nov 2009
**Prize Economics 101...**

<table>
<thead>
<tr>
<th></th>
<th>Purse</th>
<th>Winner Spent</th>
<th>Total Spent</th>
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<tbody>
<tr>
<td>Orteig</td>
<td>$25K</td>
<td>$10K</td>
<td>$400K</td>
</tr>
<tr>
<td>Ansari</td>
<td>$10M</td>
<td>$26M</td>
<td>$100M+</td>
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… 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
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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