

VIDEO



2015 Winner: DECA Inc.

Entry Title: I am DECA—2014-2015 Membership Video

Project Overview/Elevator Pitch:

Every one of DECA's members has a unique way of participating in the organization. Recognizing that their membership is comprised primarily of millennials, DECA wanted to put the spotlight on its diverse members through the ever-popular selfie, especially during the "year of the selfie." To convey the "I am DECA" annual theme, the organization created a video that enabled current members to share their "I am DECA" stories and experiences through a series of selfies. The camera was turned around so the member could show viewers what aspect of DECA they were expressing, whether it was leadership, academics, competition or community service. When paired with the hashtag, #IamDECA, the response from members and advisors was incredible, and it set the tone for the entire academic year.

Project Goals/Objectives:

The primary goal for the video was to convey the message of their annual theme, "I am DECA," and show both current and potential members the benefits of joining and participating in the organization. Coupled with the #IamDECA hashtag, DECA knew this year's theme and video had immense potential to set the tone for the entire membership year in key areas such as membership, engagement, conference participation and more. They wanted their hashtag #IamDECA to be used all year long for members to share their own DECA stories on social media, and this video gave them a frame of reference for the kind of content DECA wanted to see.

It also served as a promotional tool for all its chapters to use for potential members to understand the organization better. DECA is such an all-encompassing organization, and this video could show a variety of potential members that DECA was the right place for them, and they could create their own unique membership experience. Everyone's DECA experience is unique. Specifically, their objectives were to increase membership by 5,000 members, generate at least 6,000 Instagram posts using #IamDECA, generate 23,000 video views and expand awareness globally.

Strategy:

The membership video release is a highly-anticipated event of the year. Available as a resource to DECA's 5,000 teacher-advisors to use in more than 3,500 high schools, the video explains a story that is often too difficult to just talk about. What better way to showcase a focus on their members than for them to show their selfie? Tomorrow's entrepreneurs are more connected than ever and grabbing their attention is no easy feat. Inspired by a "photo a day" concept, filming took place during several months to actually show experiences of actual members. Ten cameras and 200 gigabytes of footage later, the concept became a reality. Before they officially launched the video, DECA pushed teasers with short clips on Twitter, Instagram and Vine to generate excitement for the reveal.

Since the video contains footage of actual members, students would see themselves or a friend and then share DECA content on their own social media sites, expanding the organization's reach. Once the video was released, DECA also provided supplemental tools. These included activities and ideas for how to best incorporate the video into their back-to-school plans, recruitment campaigns and promotional activities. DECA also sent out a poster to make their own Instagram frame, with #IamDECA of course. This way, the video's impact didn't stop once the video ended, but members and advisors were empowered to continue sharing and encouraging those who were unaware of the organization to take a deeper look at the opportunities it provides.

Success Metrics:

The impact of this year's video has been immensely successful.

- The video has generated 24,436 views through YouTube and Vimeo in the past six months, already surpassing last year's video by 2,270 views.
- Because many of the organization's teachers show this in their classrooms, the overall audience reached is exponentially greater.
- In terms of membership, DECA surpassed its 5,000-member increase goal and are close to hitting a 10,000-member increase to record a milestone of 210,000 members.
- They have also started 245 new chapters, representing 6,314 members, mostly in the United States, but also in China, Canada, Germany, Honduras and Singapore.

The social media response to the video has been equally tremendous.

- DECA already has 6,763 Instagram posts using #IamDECA, and expects this number to continue to grow with its upcoming annual international conference.
- Their next hope is to reach 10,000 by the end of the school year, a goal they are confident they will reach.
- The video has generated 24,183 views so far in the past six months.

Learn More:

<http://youtu.be/bRY0PjMh0RY>

www.deca.org