



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Product/Service Management

FOOD MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Identify product's/service's competitive advantage.
2. Develop positioning concept for a new product idea.
3. Describe factors used by marketers to position products/services.
4. Explain the nature of product/service branding.
5. Describe factors used by businesses to position corporate brands.



EVENT SITUATION

You are to assume the role of a key leader in the international marketing department for the REFRESH SODA COMPANY. The vice president of international markets (judge) has asked you to discuss expansion of the product into a foreign market.

REFRESH SODA COMPANY is a successful domestic food company that has begun expansion into the European market. The latest marketing research has indicated that REFRESH's major competition owns roughly 55% of soda sales in the European market. REFRESH SODA COMPANY has attained a 29% share of the market since its first expansion five years ago. The President and board members want to increase its market share of the soda industry in Europe.

After careful consideration, the marketing department has determined the lead product to be Sport Refresh, the company's most recognizable and top selling product. Sport Refresh contains antioxidants and vitamins essential for active athletes. The target country in Europe for the venture will be France. The following is a comparison chart representing the differences between the REFRESH SODA COMPANY and the industry leader in Europe.

Characteristics	Leader	Refresh Soda
Domestic Gross Sales	\$ 325,000,000	\$ 275,000,000
European Gross Sales	\$ 550,000,000	\$ 290,000,000
Number of European Countries	11	4
Advertising Dollars Used – Europe	\$ 15,000,000	\$ 3,000,000
Top Selling Product	Classic	Sport Refresh
Top Selling European Country	Spain	Germany

The company's vice president of international markets (judge) has asked for ideas regarding the company's direction into the French market.

The vice president (judge) is specifically interested in your recommendations for the introduction of Sport Refresh into the new market, including your recommendation for the target audience. You must consider the challenges and opportunities for REFRESH SODA COMPANY expansion in France. The vice president (judge) has asked that you describe any marketing functions necessary for a successful promotional mix in an international market.

You will make your presentation to the vice president of international markets (judge) in a role-play to take place in the vice president's (judge's) office. The vice president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the vice president's (judge's) questions, the vice president (judge) will conclude the role-play by thanking you for your work.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. Performance Indicators
3. Event Situation
4. Judge Role-Play Characterization
Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of vice president of international markets for the REFRESH SODA COMPANY. You have asked one of your key leaders (participant) in the international marketing department to discuss expansion of the product into a foreign market.

REFRESH SODA COMPANY is a successful domestic food company that has begun expansion into the European market. The latest marketing research has indicated that REFRESH's major competition owns roughly 55% of soda sales in the European Market. REFRESH SODA COMPANY has attained a 29% share of the market since its first expansion five years ago. The President and board members want to increase its market share of the soda industry in Europe.

After careful consideration, the marketing department has determined the lead product to be Sport Refresh, the company's most recognizable and top selling product. Sport Refresh contains antioxidants and vitamins essential for active athletes. The target country in Europe for the venture will be France. The following is a comparison chart representing the differences between the REFRESH SODA COMPANY and the industry leader in Europe.

Characteristics	Leader	Lepsi Soda
Domestic Gross Sales	\$ 325,000,000	\$ 275,000,000
European Gross Sales	\$ 550,000,000	\$ 290,000,000
Number of European Countries	11	4
Advertising Dollars Used – Europe	\$ 15,000,000	\$ 3,000,000
Top Selling Product	Classic	Sport Refresh
Top Selling European Country	Spain	Germany

You have asked the key leader (participant) in the international marketing department to discuss the company's expansion into the French market.

You are specifically interested in recommendations for the introduction of Sport Refresh into the new market, including recommendations for the target audience. The key leader (participant) has been asked to consider the challenges and opportunities for REFRESH SODA COMPANY's expansion in France. You have asked that the key leader (participant) describe any marketing functions necessary for a successful promotional mix in an international market.

You are to meet with the key leader (participant) in your office to hear the presentation. You will begin the role-play by asking to hear the key leader's (participant's) presentation.

During the course of the role-play you are to ask the following questions of each participant:

1. Since we are an American company, how important is it for us to address the French culture?
2. Will our marketing techniques change as we expand in a foreign market?
3. What considerations do we need to address so we position appropriately?

Once the key leader (participant) has completed the presentation and answered your questions, you are to conclude the role-play by thanking the key leader (participant) for the presentation.

You are not to make any comments once the presentation is over except to thank the participant.

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event chairperson and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.

JUDGE'S EVALUATION FORM
FMS
SAMPLE EVENT

DID THE PARTICIPANT:

1. Identify product's/service's competitive advantage?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1, 2, 3, 4, 5 Attempts to identify the competitive advantage were weak or inadequate.	6, 7, 8, 9, 10, 11 Adequately identified product's competitive advantage.	12, 13, 14, 15 Effectively identified product's competitive advantage.	16, 17, 18 Very effectively identified product's competitive advantage.

2. Develop positioning concept for a new product idea?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1, 2, 3, 4, 5 Attempts at developing positioning concept were weak or inadequate.	6, 7, 8, 9, 10, 11 Adequately developed positioning concept for a new product idea.	12, 13, 14, 15 Effectively developed positioning concept for a new product idea.	16, 17, 18 Very effectively developed positioning concept for a new product idea.

3. Describe factors used by marketers to position products/services?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1, 2, 3, 4, 5 Attempts to describe factors used by marketers to position products/services were weak or inadequate.	6, 7, 8, 9, 10, 11 Adequately described factors used by marketers to position products/services.	12, 13, 14, 15 Effectively described factors used by marketers to position products/services.	16, 17, 18 Very effectively described factors used by marketers to position products/services.

4. Explain the nature of product/service branding?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1, 2, 3, 4, 5 Attempts at explaining the nature of branding were weak or incomplete.	6, 7, 8, 9, 10, 11 Adequately explained the nature of product/service branding.	12, 13, 14, 15 Effectively explained the nature of product/service branding.	16, 17, 18 Very effectively explained the nature of product/service branding.

5. Describe factors used by businesses to position corporate brands?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1, 2, 3, 4, 5 Attempts at describing factors used by businesses to position corporate brands were weak and ineffective.	6, 7, 8, 9, 10, 11 Adequately described factors used by businesses to position corporate brands.	12, 13, 14, 15 Effectively described factors used by businesses to position corporate brands.	16, 17, 18 Very effectively described factors used by businesses to position corporate brands.

6. Overall impression and response to the judge's questions:

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1 Demonstrated few skills; could not answer the judge's questions.	2, 3, 4 Demonstrated limited ability to link skills; answered the judge's questions adequately.	5, 6, 7 Demonstrated the specified skills; answered the judge's questions effectively.	8, 9, 10 Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials _____

TOTAL SCORE _____