

Advertising Campaign Event, 2009

Purpose

The purpose of the Advertising Campaign Event is to provide an opportunity for the participants to prepare an advertising campaign of any length for a real product, service, company or business and to present the campaign to a prospective client/advertiser. The participants will also indicate an appropriate budget and select media.

The Advertising Campaign Event allows an opportunity for the participants to demonstrate promotional skills necessary for advertising management personnel.

Procedure

- This event consists of **outlined fact sheets**, the **written comprehensive exam** and the **oral presentation**. The maximum score for the presentation evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam score.
- Each event entry will be composed of **one to three** members of the DECA chapter.
- Each participant will be given a 100-question, multiple-choice, comprehensive exam testing knowledge of the National Curriculum Framework and performance indicators specific to advertising and visual merchandising. In the case of group entries, the scores of each participant will be averaged to produce a single team score.
- The body of the written entry must be limited to **11 numbered pages**, not including the title page and table of contents.
- The participants will bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The **Written Event Statement of Assurances** must be signed and submitted with the entry. Do not include it in the page numbering.
- The oral presentation may be a maximum of 20 minutes in length. The first 15 minutes will include an advertising campaign proposal followed by 5 minutes for the judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participants respond to questions that the judge may ask during the 5 minutes following the presentation.

Skills Developed

The participants will develop the skills described by DECA's general marketing performance indicators and the skills described by the performance indicators for advertising and visual merchandising as well as learn/understand the importance of

- communication skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- critical thinking/problem-solving skills
- production skills—the ability to take a concept from an idea and make it real
- teamwork—the ability to plan, organize and conduct a group project
- the ability to evaluate group presentations
- priorities/time management—the ability to determine priorities and manage time commitments
- advertising budgeting skills

Complete lists of performance indicators are available from DECA's Web site, www.deca.org/celisting.html.

Format Guidelines for the Written Entry

Your written entry must follow these specifications. Refer also to the Written Entry Checklist.

Title page. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

- ADVERTISING CAMPAIGN EVENT
- Name of DECA chapter
- Name of high school
- School address
- City, State/Province, ZIP/Postal Code
- Names of participants
- E-mail address
- Date

The title page will *not* be numbered.

Table of contents. The table of contents should follow the title page. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

Body of the written entry. The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

The participants will prepare Advertising Campaign fact sheets. The fact sheets, in outline form, shall be limited to a maximum of 11 pages (not including title page). The fact sheets must include (refer to the Written Entry Checklist and Presentation Evaluation Form):

- I. EXECUTIVE SUMMARY
 - One-page description of the campaign
- II. DESCRIPTIONS
 - A. Description of the product, service, company or business selected
 - B. Description of the client/advertiser
- III. OBJECTIVE(S) OF THE CAMPAIGN
- IV. IDENTIFICATION OF THE TARGET MARKET
 - A. Primary markets
 - B. Secondary markets
- V. LIST OF ADVERTISING MEDIA SELECTION NECESSARY FOR THE CAMPAIGN
- VI. BUDGET
 - Detailed projections of actual cost
- VII. SCHEDULES OF ALL ADVERTISING PLANNED
- VIII. SCHEDULES OF ALL SALES PROMOTION ACTIVITY(IES) PLANNED
- IX. STATEMENT OF BENEFITS TO THE CLIENT/ADVERTISER
- X. BIBLIOGRAPHY
- XI. APPENDIX

An appendix is optional. Include in an appendix any exhibits appropriate to the written entry but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

Checklist Standards

In addition to following the outline above, when preparing your entry you must observe all of the following rules. The purpose of these rules is to make the competition as fair as possible among participants. Refer to the Written Entry Checklist.

1. The Written Event Statement of Assurances must be signed and submitted with the entry or the entry will receive 15 penalty points.
2. The entry must be submitted in an official DECA written event folio. Folios are available from DECA IMAGES (WEF000). No markings, tape or other material should be attached to the folio. One photocopy or the original typed document must be submitted. Participants may keep a copy for use in the presentation.
3. Sheet protectors may not be used.
4. The body of the written entry must be limited to 11 pages, not including the title page and table of contents page.
5. The pages must be numbered in sequence, starting with the executive summary. Do not use separate sheets between sections or as title pages for sections.
6. Major content of the written entry must be at least double-spaced (not space-and-a-half). The title page, table of contents, executive summary, footnotes, long quotes (more than three typed lines), material in tables, figures, exhibits, lists, headings, sample letters, forms and financial reports may be single-spaced.
7. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts and graphs may be handwritten. (Judges will be instructed to ignore attempts to achieve a competitive advantage due to the quality of word-processing equipment available.)
8. All material must be shown on 8¹/₂-inch x 11-inch paper. Pages may not fold out to a larger size. No extraneous information may be attached to the pages and tabs may not be used.
9. Decorative artwork, pictures, illustrations and desktop publishing techniques may be used throughout the manual, including the title page and table of contents. Photographs in the manual must be scanned and placed as digital files.
10. The entry must follow the sequence outlined. Additional subsections are permitted.
11. The table of contents should follow the title page.

Presentation Guidelines

- The major emphasis of the fact sheets is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The participants will present to the judge in a 20-minute presentation worth 100 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
- Participants will spend not more than 15 minutes (after introductions) setting up visual aids and presenting the advertising campaign proposal to the judge. Each participant may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- The judge will spend the remaining 5 minutes questioning the participants. (See the Presentation Evaluation Form.) Each participant must respond to at least one question posed by the judge.
- Visual aids that are appropriate for an actual advertising campaign presentation may be used. (Appropriate visual aids include merchandise or a facsimile [or pictures of same], slides, not more than three (3) standard-sized posters 22 inches by 30 inches each (variable by ¹/₂ inch) and/or one (1) standard-sized presentation display board 36 inches by 48 inches (variable by ¹/₂ inch). Participants may use both sides of the posters, but all attachments must fit within the poster dimensions. Only visual aids that can be easily carried to the presentation by the actual participants will be permitted, and the participants themselves must set up the visuals. If sound is used, the volume must be kept at a conversational level.) Participants are allowed to make use of a desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page). Participants are also allowed to make use of a personal laptop computer and/or a hand-held digital organizer they provide. Live models are not allowed. The participants must furnish their own materials and equipment.
- No material of any kind may be passed to the judge.
- If any of these rules are violated, the adult assistant must be notified by the judge.

Presentation Judging

The participants, assuming the role of advertising personnel, will have prepared an advertising campaign for a product, service, company or business of their choice. The role of the judge is that of a client/advertiser who will assess the participants' campaign proposals.

During the first 15 minutes of the presentation (after introductions), the participants will set up any visual aids and present the proposal. Set-up time and presentation time are included in the 15 minutes. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.

During the final 5 minutes, you may question the participants about the campaign proposal. To ensure fairness, you must ask each participant or group of participants the same questions from the categories shown on the evaluation sheet. You should prepare these questions after you have read each prospectus but before the presentation begins. After asking the questions, you may ask additional questions that seem appropriate, based on your notes, which you may refer to during the presentation, or the presentation itself. Each participant must respond to at least one question.

The Presentation Evaluation Form follows the outline shown in the section entitled Presentation Guidelines, which explains in greater detail what should be discussed in each part. As you interview, ask yourself, "Will this work? Is it realistic? Does the participant sound knowledgeable? Is the participant communicating clearly?" Ultimately, you must decide, "Would I approve this campaign if I were the manager?"

Familiarize yourself with all of the guidelines before starting to evaluate the presentation. (Penalty points have already been assigned to the written entry. See the Written Entry Checklist.) As you evaluate the presentation, please be sure to

- ◆ place the name and identification number label on the Scantron sheet (unless it has been done).
- ◆ fill in the appropriate score for each section.
- ◆ write the score given in the space provided at the right. No score filled in or extended means that the participant will receive a zero for that area.
- ◆ ignore attempts to achieve a competitive advantage due to the quality of word-processing equipment available.
- ◆ double-check to ensure that you have scored every category.
- ◆ total your score. The series director will double-check all addition.

A maximum score of "Exceeds Expectations" in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.

A "Meets Expectations" rating means that the information is presented well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined total score of 70 or better on the written and presentation sections will earn the participant team DECA's Certificate of Excellence at the international conference.

A "Below Expectations" score means that the information presented does not meet minimum standards of acceptability.

A "Little/No Value" score means either that some major flaw has been noted that damages the effectiveness of the campaign (this may be a major omission, a serious misstatement, poor writing or any other major flaw) or that the information presented is of no value (does not help the campaign at all).

After the questioning period, please thank the participants. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. It may help to go through several entries before actually starting to score the entries. Take notes on a separate sheet of paper if you wish to ask the participant about specific areas of the advertising campaign during the presentation.

We hope you are impressed by the quality of the work of these potential managers. If you have any suggestions for improving this event, please mention them to your series director.

We thank you for your help.

Advertising Campaign Event, 2009

Participant(s): _____

Presentation Evaluation Form

I.D. Number: _____

	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
1. The oral presentation clearly expands and develops the objectives as written in the fact sheets.....	15-13	12-10	9-5	4-0	_____
2. The target market is clearly and accurately analyzed for the product(s) and/or service(s) selected. The secondary target markets are accurately considered.....	8-7	6	5-4-3	2-1-0	_____
3. The media selection is realistic and properly defined in terms of reach, frequency and continuity	8-7	6	5-4-3	2-1-0	_____
4. The budget is realistic for the campaign based on the product and location of the campaign. All costs that would be incurred have been considered.....	8-7	6	5-4-3	2-1-0	_____
5. The advertising scheduled shows continuity and logical order	8-7	6	5-4-3	2-1-0	_____
6. The campaign has a realistic length and promotions are scheduled properly in relation to the stated target markets	8-7	6	5-4-3	2-1-0	_____
7. The campaign stresses product and/or service benefits that appeal to the target markets described...	8-7	6	5-4-3	2-1-0	_____
8. Anticipated sales are given and are realistic in terms of the length and budget of the campaign. Mentions how the results will be evaluated.....	8-7	6	5-4-3	2-1-0	_____
9. The ad layouts, commercials, etc., show a basic understanding of production techniques, are consistent with other parts of the campaign and are original	7-6	5-4	3-2	1-0	_____
10. The written and oral presentations show evidence of a realistic knowledge of advertising principles and are well-organized and presented in a logical manner.....	7-6	5-4	3-2	1-0	_____
11. The campaign shows real creativity and uses a unique and effective approach	7-6	5-4	3-2	1-0	_____
12. Appearance of fact sheets and word usage. Professional layout, neatness, proper grammar, spelling and word usage.....	4	3	2	1-0	_____
13. Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant present	4	3	2	1-0	_____

Total Possible Points: 100

Presentation Total Points: _____

LESS PENALTY POINTS: _____

TOTAL SCORE: _____

Judge: A B C D E F G H I J (circle one)

Marketing Representative Events