



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Communications

INSTRUCTIONAL AREA

Promotion

MARKETING COMMUNICATIONS SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge.)
- You will be evaluated on how well you meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

1. Present an advertising campaign to client.
2. Explain the use of celebrities/influencers as a WOM strategy.
3. Explain types of advertising media.
4. Choose appropriate media outlets.
5. Explain the concept of market and market identification.

EVENT SITUATION

You are to assume the role of a marketing consultant hired by GATORS, a company that manufactures and sells foam clogs, a type of casual footwear. The senior vice president of GATORS (judge) has hired you to develop a marketing communications campaign that will reinvent the brand image by appealing to younger shoppers.

GATORS first came into the market in 2002 and were mainly marketed to nurses, doctors and other professionals in occupations that require employees to spend time on their feet. The foam clogs look like sandals but feature a closed toe, holes for ventilation and a sling back that fits around the heel. The clogs sell for \$34.99. Medical professionals loved the comfort of GATORS and soon they were being worn outside of the workplace. Their popularity started to spread to mainstream consumers.

As popularity grew, the company began manufacturing different types of GATORS footwear. Along with the classic clogs, they also sold flip flops, flats, loafers and even high heels. The company also opened 560 physical store locations across the nation. The larger product line was only met with minimal success. While the classic GATORS brought profit, the expanded line and physical store locations did not.

Today, GATORS' primary market is women age 50-65 years old. The younger generations of shoppers have not followed GATORS into the next decade and have now begun criticizing GATORS for their odd look. Given that the primary market is older women, they are not considered hip or trendy.

The senior vice president (judge) has hired you to develop a marketing communications campaign for GATORS that will target a younger demographic. The senior vice president (judge) would like you to choose a demographic and then choose a celebrity or influencer that will help reinvent the brand and appeal to the chosen demographic. The senior vice president (judge) wants the campaign to be celebrity or influencer driven. You must choose from one of the following younger demographics:

- Generation X – age 38-50 years old
- Old Millennial – 30-37 years old
- Young Millennial – 21-30 years old
- Generation Z – 20 years old or younger

You will present your campaign to the senior vice president (judge) in a role-play to take place in the vice president's (judge's) office. The senior vice president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your campaign and have answered the senior vice president's (judge's) questions, the senior 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. 21st Century Skills and 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 the senior vice president of GATORS, a company that manufactures and sells foam clogs, a type of casual footwear. You have hired a marketing consultant (participant) to develop a marketing communications campaign that will reinvent the brand image by appealing to younger shoppers.

GATORS first came into the market in 2002 and were mainly marketed to nurses, doctors and other professionals in occupations that require employees to spend time on their feet. The foam clogs look like sandals but feature a closed toe, holes for ventilation and a sling back that fits around the heel. The clogs sell for \$34.99. Medical professionals loved the comfort of GATORS and soon they were being worn outside of the workplace. Their popularity started to spread to mainstream consumers.

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GATORS for their odd look. Given that the primary market is older women, they are not considered hip or trendy.

You have hired a marketing consultant (participant) to develop a marketing communications campaign for GATORS that will target a younger demographic. You would like the marketing consultant (participant) to choose a demographic and then choose a celebrity or influencer that will help reinvent the brand and appeal to the chosen demographic. You want the campaign to be celebrity or influencer driven. The marketing consultant (participant) must choose from one of the following younger demographics:

- Generation X – age 38-50 years old
- Old Millennial – 30-37 years old
- Young Millennial – 21-30 years old
- Generation Z – 20 years old or younger

The participant will present the campaign to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

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

1. Which demographic do you think is the least likely to buy GATORS? Why?
2. How does your chosen media outlet effectively target the demographic you chose?
3. How does your chosen celebrity/influencer fit our image?

Once the marketing consultant (participant) has presented the campaign and has answered your questions, you will conclude the role-play by thanking the marketing consultant (participant) for the work.

You are not to make any comments after the event 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.



**MARKETING COMMUNICATIONS SERIES,
2018**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
SAMPLE**

**INSTRUCTIONAL AREA
Promotion**

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Present an advertising campaign to client?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the use of celebrities/influencers as a WOM strategy?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain types of advertising media?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Choose appropriate media outlets?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the concept of market and market identification?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						