



JUDGING INFORMATION PACKET

COMPETITIVE EVENTS PROGRAM

ADVERTISING CAMPAIGN

Thank you for agreeing to share your time and knowledge with DECA members at the International Career Development Conference (ICDC)!

As a judge you will sit across the table from DECA's most talented members and evaluate their knowledge and skills they've developed all year. You provide the 'real world' expertise that sets our industry-validated competitive events program apart as you determine who will advance to finals or be named an international finalist.

ICDC would not be possible without your commitment. On behalf of all DECA students and staff, thank you for serving as a competitive events judge!



MARKETING REPRESENTATIVE EVENTS

JUDGING INSTRUCTIONS

DECA's Competitive Events Program is aligned to industry-validated National Curriculum Standards in the career clusters of marketing, business management and administration, finance and hospitality and tourism. The DECA members you will be judging have qualified from a series of competitions and represent the top performers from their state/province.

EVENT OVERVIEW

- The event you have agreed to judge includes three major parts: outlined fact sheets, an exam and an oral presentation.
- You have been assigned to judge one section of this event.
- In your section, you will judge 16 to 20 participant teams (1 to 3 participants), who are only competing against each other in the preliminary competition. The top two performing teams from each section, after combining the exam score and fact sheets and oral presentation score, will advance to final competition.
- As a judge, you will evaluate the participant teams' fact sheet and presentation using the provided rubric.

YOUR ROLE AS A JUDGE

- Carefully review the event guidelines and evaluation form to understand your characterization as a judge.
- During the first part of the day, you will read the written entries. The event director will provide you with an estimated amount of time to spend on each written entry.
- Once you begin to see participant teams, after introductions, begin the 15-minute presentation. Allow the participant teams to complete their presentation without interruption, unless you are asked to respond. Each participant must take part in the presentation.
- Following the oral presentation and if time remains, you may ask questions based on your notes or on the written entry itself. Please ask the same questions to all participants for consistency in scoring.
- Materials appropriate for the situation may be handed to you or left with you by the participants. Items of monetary value may be handed to but may not be left with the judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- At the conclusion of the presentation, thank the participant(s). Please do not provide any feedback to the participant(s).
- Use a pencil to complete the scantron form, recording the score in the box and blackening the correct score. You may need to adjust scores as you establish clear expectations for performance.
- If you have any questions, please consult your event director.
- All participants, regardless of race, color, religion, sex, national origin, age, disability, sexual orientation or socio-economic status, should be treated equally and respectfully.

TIPS AND SUGGESTIONS

- Perform a consistent judge characterization and maintain the same expectations of participant teams throughout to ensure an equitable competitive environment.
- Create a positive learning environment for participants.
- To assist with the determination of winners, please avoid giving ties.
- Participants scoring a combined total score of 70% or better on the competitive event components will earn a Certificate of Excellence.



1 to 3
PARTICIPANTS



11
PAGES
ALLOWED



15
PRESENTATION
TIME

*Thank you for
volunteering to evaluate
our emerging leaders and
entrepreneurs.*

DECA

ADVERTISING CAMPAIGN

ADVERTISING CAMPAIGN ADC

The **Advertising Campaign** provides an opportunity for the participants to demonstrate promotional knowledge and skills needed by management personnel.

Participants in the Advertising Campaign Event will:

- develop an advertising campaign of any length for a real product, service, company or business
- present the campaign in a role-play situation to a prospective client/advertiser

MARKETING

EVENT OVERVIEW

- This event consists of **outlined fact sheets**, the **cluster exam** and the **oral presentation**. The maximum score for the presentation evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam score. The exam score carries forward into the final round of competition.
- Each event entry will be composed of **one to three members** of the DECA chapter. All participants must present the project to the judge. All participants must respond to questions.
- Each participant will be given a 100-question, multiple-choice, **cluster exam** testing knowledge of the Business Administration Core performance indicators and the Marketing Cluster performance indicators. In the case of team 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**, including the appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The **Written Event Statement of Assurances and Academic Integrity** must be signed and submitted with the entry. Do not include it in the page numbering.
- The participants may bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may be a maximum of **15 minutes** in length, including time for 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 presentation.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events.

Crosswalks that show which 21st Century Skills are developed and which common core standards are supported by participating in each competitive event are available at deca.org.

WRITTEN ENTRY GUIDELINES

The written entry must follow these specifications. Refer also to the Written Entry Checklist and the Written Entry Evaluation Form.

WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY. This must be signed and submitted with the entry. Do **not** include it in the page numbering.

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

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

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).

This outline must be followed. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

I. EXECUTIVE SUMMARY

One-page description of the campaign

II. DESCRIPTION

Description of the product, service, company or business selected

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. SCHEDULES OF ALL ADVERTISING PLANNED

VII. SCHEDULES OF ALL SALES PROMOTION ACTIVITY(IES) PLANNED

VIII. BUDGET (detailed projections of actual cost)

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.



1 to 3
PARTICIPANTS



MARKETING
CLUSTER EXAM



PAGES
ALLOWED



PRESENTATION
TIME

WRITTEN ENTRY CHECKLIST

In addition to Written Entry Guidelines, participants must observe all of the standards on the Written Entry Checklist on page 52. These standards are designed to make competition as fair as possible.

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 15-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.
- 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.
- If time remains, the judge may ask questions pertaining to the project.
- The participants may use the following items during the oral presentation:
 - not more than three (3) standard-sized posters not to exceed 22¹/₂ inches by 30¹/₂ inches each. Participants may use both sides of the posters, but all attachments must fit within the poster dimensions.
 - one (1) standard-sized presentation display board not to exceed 36¹/₂ inches by 48¹/₂ inches.
 - one (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
 - one (1) personal laptop computer.
 - cell phones/smartphones, iPods/MP3 players, iPads/tablets or any type of a hand-held, information sharing device will be allowed in written events **IF** applicable to the presentation.
 - sound, as long as the volume is kept at a conversational level.
- 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. No set-up time will be allowed. Participants must furnish their own materials and equipment. No electrical power or Internet connection will be supplied.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

Participants will make a 15-minute presentation to you. As the judge, you are to assume the role of a client/advertiser who will assess the participants' campaign proposals. You may refer to the written entry, or to your notes, during the presentation.

At the beginning of the presentation (after introductions), the participants will present the proposal. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.

If time remains, you may ask questions that seem appropriate, based on your notes or on the written entry itself (to which you may refer during the presentation).

At the conclusion of the presentation, 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.



ADVERTISING CAMPAIGN

ADVERTISING CAMPAIGN ADC

FACT SHEETS AND PRESENTATION EVALUATION FORM

	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. The oral presentation clearly expands and develops the objectives as written in the fact sheets.	0-1-2-3-4	5-6-7-8-9	10-11-12	13-14-15	
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.	0-1-2	3-4-5	6	7-8	
3. The media selection is realistic and properly defined in terms of reach, frequency and continuity.	0-1-2	3-4-5	6	7-8	
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.	0-1-2	3-4-5	6	7-8	
5. The advertising scheduled shows continuity and logical order.	0-1-2	3-4-5	6	7-8	
6. The campaign has a realistic length and promotions are scheduled properly in relation to the stated target markets.	0-1-2	3-4-5	6	7-8	
7. The campaign stresses product and/or service benefits that appeal to the target markets described.	0-1-2	3-4-5	6	7-8	
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.	0-1-2	3-4-5	6	7-8	
9. The ad layouts, commercials, etc., show a basic understanding of production techniques, are consistent with other parts of the campaign and are original.	0-1	2-3	4-5	6-7	
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.	0-1	2-3	4-5	6-7	
11. The campaign shows real creativity and uses a unique and effective approach.	0-1	2-3	4-5	6-7	
12. Appearance of fact sheets and word usage. Professional layout, neatness, proper grammar, spelling and word usage.	0-1	2	3	4	
13. Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant present.	0-1	2	3	4	

TOTAL POINTS (100)	
LESS PENALTY POINTS	
TOTAL SCORE	

JUDGE _____