



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Product/Service Management

FOOD MARKETING 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. Explain the nature of marketing planning.
2. Explain the concept of market and market identification.
3. Develop positioning concept for a new product idea.
4. Explain the nature of product/service branding.
5. Describe factors used by marketers to position products/services.

EVENT SITUATION

You are to assume the role of director of brand management for HOBBY FARMS, a large food and beverage company that manufactures many popular grocery brands. The senior vice president (judge) has asked you to determine how to best position a new branded product without hurting sales of an existing, similar product.

HOBBY FARMS first introduced its *Good Dinner* brand packaged macaroni and cheese in 1965. The product was first marketed to busy housewives that did not have time to cook a full dinner. *Good Dinner* macaroni and cheese is sold in a plain box containing macaroni pasta and powdered cheese mix. The easy dish later changed positioning strategies and targeted children. The macaroni pasta soon became available in many different shapes, aimed to please the 2- to 12-year-old demographic. *Good Dinner* macaroni and cheese has always been available for under \$1.00/box.

Another successful product manufactured by HOBBY FARMS is its *Bushel Cheese*. *Bushel Cheese* is traditional brick style cheese in five different varieties. The cheese can be found in grocers' dairy cases and is sold in half pound and full pound blocks. *Bushel Cheese* is pricier than store brand and traditional dairy branded cheese, but a step down in price from the gourmet cheeses found in the deli.

Executives working at HOBBY FARMS want to create a packaged macaroni and cheese under the *Bushel Cheese* brand. This new macaroni and cheese will feature a box containing macaroni pasta and liquid cheese in a pouch. The *Bushel Cheese* macaroni and cheese will feature five different varieties of cheese sauce: one for each of the *Bushel Cheese* brick style cheese varieties.

The senior vice president (judge) wants *Bushel Cheese* macaroni and cheese to be successful, but does not like that it will compete with HOBBY FARMS' other macaroni and cheese, *Good Dinner*. The senior vice president (judge) wants you to develop a positioning concept for the new product that will differentiate it from *Good Dinner* macaroni and cheese. Specifically, the senior vice president (judge) wants you to:

- Describe the target market of new *Bushel* macaroni and cheese
- Determine the price of *Bushel* macaroni and cheese
- Define factors used to position the new product that will lessen competition with *Good Dinner* macaroni and cheese

You will present your ideas to the senior vice president (judge) in a role-play to take place in the senior 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 ideas 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 senior vice president for HOBBY FARMS, a large food and beverage company that manufactures many popular grocery brands. You have asked the director of brand management (participant) to determine how to best position a new branded product without hurting sales of an existing, similar product.

HOBBY FARMS first introduced its *Good Dinner* brand packaged macaroni and cheese in 1965. The product was first marketed to busy housewives that did not have time to cook a full dinner. *Good Dinner* macaroni and cheese is sold in a plain box containing macaroni pasta and powdered cheese mix. The easy dish later changed positioning strategies and targeted children. The macaroni pasta soon became available in many different shapes, aimed to please the 2- to 12-year-old demographic. *Good Dinner* macaroni and cheese has always been available for under \$1.00/box.

Another successful product manufactured by HOBBY FARMS is its *Bushel Cheese*. *Bushel Cheese* is traditional brick style cheese in five different varieties. The cheese can be found in grocers' dairy cases and is sold in half pound and full pound blocks. *Bushel Cheese* is pricier than store brand and traditional dairy branded cheese, but a step down in price from the gourmet cheeses found in the deli.

Executives working at HOBBY FARMS want to create a packaged macaroni and cheese under the *Bushel Cheese* brand. This new macaroni and cheese will feature a box containing macaroni

pasta and liquid cheese in a pouch. The *Bushel Cheese* macaroni and cheese will feature five different varieties of cheese sauce: one for each of the *Bushel Cheese* brick style cheese varieties.

You want *Bushel Cheese* macaroni and cheese to be successful, but do not like that it will compete with HOBBY FARMS' other macaroni and cheese, *Good Dinner*. You want the director of brand management (participant) to develop a positioning concept for the new product that will differentiate it from *Good Dinner* macaroni and cheese. Specifically, you want the director of brand management (participant) to:

- Describe the target market of new *Bushel* macaroni and cheese
- Determine the price of *Bushel* macaroni and cheese
- Define factors used to position the new product that will lessen competition with *Good Dinner* macaroni and cheese

The participant will present ideas 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. Do you think it is harmful to have two brands competing that are owned by the same company?
2. Which brand of macaroni and cheese do you think will have the hardest time?
3. Do you have any ideas for what the *Bushel* macaroni and cheese packaging should look like?

Once the director of brand management (participant) has presented ideas and has answered your questions, you will conclude the role-play by thanking the director of brand management (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.



FOOD MARKETING SERIES, 2017

Participant: _____

JUDGE'S EVALUATION FORM
DISTRICT EVENT #1

I.D. Number: _____

INSTRUCTIONAL AREA
Product/Service Management

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of marketing planning?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the concept of market and market identification?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Develop positioning concept for a new product idea?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the nature of product/service branding?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Describe factors used by marketers to position products/services?	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						