



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Communications

INSTRUCTIONAL AREA

Promotion

MARKETING COMMUNICATIONS EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 60 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications 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
- Production skills—the ability to take a concept from an idea and make it real
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

1. Develop an advertising campaign.
2. Implement strategies for advertising campaign.
3. Write copy for advertisements.
4. Explain the concept of marketing strategies.
5. Discuss motivational theories that impact buying behavior.

CASE STUDY SITUATION

You are the director of marketing and marketing specialist for HACKLES PRODUCTS, specifically the HACKLES brand of tomato ketchup. *Hackles Ketchup* has been the second most popular ketchup in the nation for over 100 years, never able to overtake the top spot from its rival, *Landover Ketchup*.

Even with extremely similar products, consumers tend to be loyal to either *Hackles Ketchup* or *Landover Ketchup*. The two brands count for over 85% of all ketchup sales, even with several other brands on the market. The majority of both quick serve and full serve restaurants across North America choose to use either HACKLES or LANDOVER as their house ketchup.

After decades of marketing communications featuring advertisements celebrating *Hackles Ketchup's* superior taste, the chief marketing officer feels that it is time to change strategy. The chief marketing officer believes that heavy ketchup buyers have already claimed a favorite among *Hackles Ketchup*, *Landover Ketchup* or another brand of ketchup. Heavy ketchup buyers have been maxed out on marketing communications efforts. *Landover Ketchup* fans will not purchase *Hackles Ketchup* no matter how clever or targeted the message, and vice versa.

The chief marketing officer feels that it would be more beneficial to the brand to target marketing communications to light buyers of ketchup: those that do not regularly use ketchup, but still purchase it from time to time. Light buyers do not claim a favorite brand. It would make a significant impact on sales if HACKLES PRODUCTS were able to get light buyers to buy just one or two bottles of *Hackles Ketchup*, rather than targeting heavy buyers that will buy the same amount regardless of advertising.

YOUR CHALLENGE

The chief marketing officer wants you to develop an advertising campaign that will target light buyers of ketchup: those that are not loyal to any brand and use the product sparingly. The goal of the advertising campaign is to have light buyers buy a bottle (or two) of *Hackles Ketchup* the next time they are at the store.

The advertising campaign must include: strategy, slogan, specific copy, suggestions for print placement, suggestions for television network placement, digital media and social media.

You will discuss your advertising campaign with the chief marketing officer in a meeting to take place in the officer's office. Additional executives from the company may accompany the chief marketing officer.

You will receive 2-3 questions from the judge pertaining to the case situation.



MARKETING COMMUNICATIONS, 2018

Participant: _____

JUDGE'S EVALUATION FORM
State/Provincial Event 1

I.D. Number: _____

INSTRUCTIONAL AREA
Promotion

Did the participants:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Develop an advertising campaign?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Implement strategies for advertising campaign?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Write copy for advertisements?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Discuss motivational theories that impact buying behavior?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						