



# ADVERTISING CAMPAIGN

## ADVERTISING CAMPAIGN

The **Advertising Campaign** event involves one to three students preparing an advertising campaign for any service, product, company or business, then presenting the campaign to a prospective client/advertiser selected by the student(s)/team.

Students select their own client, indicate an appropriate budget amount, select their own media, and determine the timeline for the campaign. There is no set budget; however, a budget must be determined by the student(s)/team and should be appropriate for the client and for the campaign. For media rates and guidelines, documentation must be provided to the judge.

## MARKETING

### EVENT OVERVIEW

The Advertising Campaign event consists of two major parts, both evaluated by the judge, for a maximum 100 points:

- The **written entry** is limited to 15 pages, and will account for a maximum 50 points.
- The **oral presentation** by the students, limited to 20 minutes including set-up, presentation time, and answering questions from the judge, will also account for a maximum 50 points.

The presentation will be given to a decision-maker (judge) in the prospective client's/advertiser's organization, as specified by the student(s)/team.

Read carefully the Format Guidelines for the Written Entry, Guidelines for Media Documentation, Guidelines for the Presentation, Written Entry Checklist, Written Statement of Assurances, and Evaluation Forms.

Preliminary round competition will consist of an evaluation of the written entry (minus deductions from the Written Entry Checklist) and one presentation for a possible 100 points. Students/teams will be ranked by section and a predetermined number of students/teams will be named finalists. Finalists will again be evaluated based on their written entry (minus deductions) and presentation to determine final rankings.

## LEARNING OUTCOMES

In addition to developing and demonstrating specific knowledge, through the development and presentation of an advertising campaign to the judge, the students will develop or reinforce the following areas in relation to the advertising industry:

- Using written communication in forms and reports
- Collecting information, obtaining facts and ideas
- Developing advertising/promotional budgets
- Developing an advertising/promotional plan
- Planning and scheduling advertising/promotions
- Demonstrating the application of advertising principles and techniques to the business environment
- Organizing and presenting ideas and concepts effectively, in a clear and logical order
- Analyzing business situations, organizing thoughts and identifying solutions
- Demonstrating knowledge/understanding of customer/client needs

## 21<sup>ST</sup> CENTURY SKILLS

Students will also develop many 21<sup>st</sup> 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

## FORMAT GUIDELINES FOR THE WRITTEN ENTRY

The students/team must prepare examples, in the form of a written entry, of all forms of advertising media necessary for the campaign. Read carefully and follow the instructions for: Title Page, Format for the Written Entry, Checklist Standards, Guidelines for Media Documentation, and Written Entry Checklist.

**WRITTEN STATEMENT OF ASSURANCES.** 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 which lists the following:

ADVERTISING CAMPAIGN  
Title of Campaign/Name of Business  
Name of Chapter/School  
Name of Chapter Advisor  
Chapter Advisor's Address  
City, Association, ZIP/Postal Code  
Country  
Students Name(s) and Address(es)  
City, Association, ZIP/Postal Code  
Country  
Date

A page number will not appear on the title page; however, the title page does count as one of the maximum 15 pages allowed. The page following the title page will be numbered "2."

### FORMAT FOR WRITTEN ENTRY

The body of the written entry should include:

- I. EXECUTIVE SUMMARY  
A one- to two-page description of the campaign.
- II. OBJECTIVE(S) OF THE CAMPAIGN
- III. IDENTIFICATION OF TARGET MARKET—PRIMARY AND SECONDARY MARKETS
- IV. LIST OF ADVERTISING MEDIA SELECTION NECESSARY FOR THE CAMPAIGN
- V. COST ESTIMATES
- VI. SCHEDULES OF ALL ADVERTISING PLANNED
- VII. DOCUMENTATION OF APPROPRIATE MARKET AREA MEDIA RATES AND GUIDELINES  
(See "Guidelines for Media Documentation.")



1 TO 3  
STUDENTS



15  
PAGES  
ALLOWED



20  
PRESENTATION  
TIME

## CHECKLIST STANDARDS

In addition to the items outlined above, students must observe the following rules. The purpose of these rules is to make the competition as fair as possible among all students. Points will be deducted for each violation. Refer to the Written Entry Checklist.

1. Two official written entries must be submitted in official Collegiate DECA or DECA folios, available from Shop DECA. No markings, tape or other materials should be attached to the folios. These will be kept by the event director and will be given to the judge prior to your presentation. The students/team may retain other copies (or photocopies) for their personal reference during the presentation. These additional copies do not have to be in official folios, will not be evaluated, and may not be shown to the judge.
2. The Written Statement of Assurances must be signed and submitted with the entry.
3. The written entry must be limited to 15 pages, including the title page, which is not numbered. The pages must be numbered in sequence, except for the title page, which is not numbered. The title page does count as one of the maximum 15 pages allowed. The page following the title page will be numbered "2." One page will be counted for each 8.5 x 11-inch panel or fraction thereof (foldouts, brochures, etc.). Extra pages added as dividers or additional title pages (even if blank) are included in the maximum 15 pages.
4. The title page information has been provided as requested in the guidelines.
5. The body of the written entry follows the sequence outlined in the guidelines. Additional subsections are permitted.
6. Body copy of the written entry must be at least double-spaced (not space-and-a-half). Title page, executive summary, bibliographical references, appendix content, footnotes, long quotes, material in tables, figures, exhibits, lists, headings, sample letters, forms, charts, graphs, etc. may be single-spaced. Material may appear on one side of the page only.
7. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts, graphs and exhibits may be handwritten.
8. Colored paper, ink, pictures, etc. are allowed. Divider tabs, page borders, artwork, attachments, foldouts, paste-ups, photographs, etc. may also be used, but are still subject to number of pages and page size restrictions.
9. The appendix (if applicable) only includes appropriate content for the appendix.
10. Written documentation for media rates and guidelines appropriate for market area must be provided. This must be brought to the presentation to the judge to be checked according to the Written Entry Checklist and to be available for the judge.

## GUIDELINES FOR MEDIA DOCUMENTATION

Documentation must be provided to serve as written proof of media rates and applicable guidelines for the appropriate market area (most judges will be from the area where the conference is being held). The purpose of this documentation requirement is to account for differences in clients, media rates, guidelines, etc. that vary from region to region and market to market (i.e., New York City versus a small town). The documentation is provided to allow your prospective client (judge) to evaluate your campaign with the greatest possible effectiveness given the limited time, and to allow you to best communicate the media portion of your campaign. While you should certainly summarize the media actually used within your 15-page written entry, you still must provide the support documentation (i.e., a copy of the letter sent to you from the radio station, the actual rate book used for your market, printouts of rates available on the Internet) from the media company/companies as proof of rates. Any information created by the students (i.e., summary of media used, description of media used) is NOT APPROPRIATE for the media only Appendix or separate Media Documentation and may be subject to penalty points under the Written Entry Checklist.

There are many forms in which you may receive media rates and guidelines for your market, whether it is a few pages faxed from a small radio station, or a media booklet developed and published for a large metropolitan market or a printed rate schedule available on the Internet.

**NOTE:** Simply providing the “source” of the information does NOT satisfy the guidelines if the actual information is available. For example, if you obtained rates via the Internet you should identify the source but you must ALSO print out the rates pages that you used and include them in the Appendix. Simply providing the name of the website or a URL is not adequate. However, if it is not possible to provide a printout, photocopy, etc. of the rates then state clearly why this was not possible.

The format options for media documentation are as follows. Students are encouraged to use divider pages or other such methods for clearly identifying media documentation and separating each document. If used within the media documentation, they will not be subject to the written entry checklist.

### MEDIA ONLY APPENDIX

If your documentation consists only of a few pages and will easily fit in the official folio with your written entry, you may choose to include an Appendix for media documentation. If you choose this approach, your media Appendix will NOT count as one of the maximum 15 pages allowed.

**NOTE:** If material other than actual media information (as described above) is included in your Appendix, you may be penalized under the Written Entry Checklist.

### SEPARATE MEDIA DOCUMENTATION

If your documentation consists of many pages (it may even be in bound form) and does NOT fit in the official folio with your written entry, you may choose to provide separate media documentation. If you choose this approach, your media documentation does not need to follow any certain formatting guidelines and will NOT count as one of the maximum 15 pages allowed.

**NOTE:** If material other than actual media information (as described above) is provided as Separate Documentation, you may be penalized under the Written Entry Checklist.

Remember, as in a real-world situation, it is up to the student(s) to effectively present their media to the prospective client (judge), given the guidelines and time limits for written documentation and presentation outlined in this publication.

## GUIDELINES FOR THE PRESENTATION

- Students will have up to **20 minutes** to set up in the presentation area, present their advertising campaign and answer questions from the judge(s).
- A contract for the campaign which designates proposed media costs and agency fees will be presented by you as part of the close of the presentation. You may attach your business card to the contract. These are not to be part of media documentation.
- Only materials (computer equipment, visual aids, etc.) that can be easily carried to and from the competition areas will be permitted. Other persons may assist in the set-up, but only for the time needed for set up. After this time they must leave the room.
- Self-contained, state-of-the-art technology (personal or laptop computers/hand-held digital organizers) may be used. However, students must use battery power even if electrical outlets are available in the room.
- Visual aids (poster paper, flip charts) may be used.
- When using a presentation aid, sound may be used, as long as the volume is kept at a conversational level. If this guideline is not followed, the presentation will be interrupted and the students will be asked to follow the sound policy.
- All materials, equipment, supplies, etc. must be provided by the students. DECA assumes no responsibility for damage/loss of materials, equipment, supplies, etc.
- All presentation materials must be prepared by the students with the exception of product samples. Sample products may be used as part of the presentation.
- Materials appropriate to the situation may be handed to or left with the judge. 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.
- Students may bring copies of the written report to the presentation for their personal reference. These do not have to be in official folios, will not be evaluated and may not be shown to the judge.
- Students are responsible for providing documentation of media rates and guidelines (in an Appendix or as a separate document) according to the Guidelines for Media Documentation section.
- Competitors are also responsible for following the information provided in the Collegiate DECA General Rules and Regulations for competition.
- Failure to follow guidelines may result in disqualification.

## WRITTEN ENTRY JUDGING

Students with career interests in advertising have developed a detailed advertising campaign. Each student/team has selected their own prospective client/advertiser. Playing the role of a decision-maker in the prospective client's organization, you are to read the written document and then take part in a presentation by the team. The team must provide for you, as part of their written entry, documentation that supports the media rates and guidelines used. While a budget limit was not given to the student(s)/team, each team must identify the budget used for their campaign. Part of your role is to evaluate whether the budget was followed, and whether it is appropriate for the media, client and market indicated.

Please familiarize yourself with all of the guidelines before reading any of the written entry and interacting with students. Penalty points (see Written Entry Checklist) have already been assessed. Your job is to evaluate the written entry and presentation based on the Written Entry Evaluation Form.

- You will have 10 minutes to read the written entry before the students enter the judging area. This is an appropriate time to evaluate the written entry using the Written Entry Evaluation Form. Refer to the Evaluation Criteria section for guidelines.
- On the bubble sheet provided, please bubble in the appropriate score and write the score on the corresponding line to verify accuracy. Please make sure not to exceed the maximum score possible for each item.
- Please make sure to score all categories, add them for the total score, and then initial the total score. The maximum score for the written entry is 50 points.

## PRESENTATION JUDGING

- Please familiarize yourself with all of the guidelines before interacting with students. Your job is to evaluate the presentation based on the Presentation Evaluation Form.
- Students will be scheduled for presentations at 40-minute intervals.
- You will have **10 minutes** to read the written entry before the students enter the judging area.
- Students will have up to **20 minutes** to set up in the presentation area, present their advertising campaign and answer questions from the judges. Remember, you are role-playing a decision maker in an organization looking for an effective advertising campaign. You may refer to the student's written entry or to your notes during the interaction with the students.
- You may ask questions of the students to determine their ability to think spontaneously. To ensure fairness, you must ask all students the same standard questions. After asking the standard questions, you may ask other questions for clarification specific to the current students.
- To ensure fairness, at no time should a student be asked where he/she is from (school, state, country, etc.).
- Following their interaction with you, please thank the students and state that a decision will be made soon and the students will be notified of the decision. Please give no indication of their performance/score.
- During the last **10 minutes**, after the students are excused from the judging area, you may score the students. Refer to the Evaluation Criteria section for guidelines. On the bubble sheet provided, please bubble in the appropriate score and write the score on the corresponding line to verify accuracy. Please make sure not to exceed the maximum score possible for each item.
- Please make sure to record a score for all categories, add them for the total score, and then initial the total score. The maximum score for the presentation is 50 points.

During the presentation, ask yourself, "Will this work? Is it realistic given the budget limitations? Do the students sound knowledgeable? Are the students communicating clearly?" Ultimately, you must decide, "Would I hire this team to design and implement the advertising campaign for my organization?"

## JUDGING SUMMARY

Maximum score is 100 points. A score of 70 or better will earn the students a Certificate of Excellence.

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

## EVALUATION CRITERIA

A score under the heading **Exceeds Expectations** in any category means that, in your opinion, the information is presented in an effective, creative way; in effect, nothing more could be expected of the students, and the decisions/recommendations have been presented well.

A score under the heading **Meets Expectations** in any category means that, in your opinion, the information is presented well. There may be a few minor problems or omissions, but they are not significant. Decisions/Recommendations that earn this level in every category for the presentation would probably receive strong consideration for implementation.

A score under the heading **Below Expectations** or **Little/No Demonstration** in any category means that some major flaw has been noted which damages the effectiveness of the presentation. This may be a major omission, a serious misstatement or any other major flaw.



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## WRITTEN ENTRY EVALUATION FORM

	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. One- to two-page description of the project	0-1-2-3	4-5-6	7-8	9-10	

	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. Are the objectives for the campaign clearly defined and realistic in terms of the budget?	0-1	2-3	4	5	

	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
3. Is the target market analyzed clearly and accurately for the product(s) and/or service(s) being promoted? Also, are secondary targets considered accurately?	0-1-2	3-4-5	6-7-8	9-10	

	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
4. Is the media selection realistic and defined properly in terms of reach, frequency and continuity?	0-1	2-3	4	5	

	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
5. Does the campaign include an analysis of its budget, including all costs which would be incurred?	0-1	2-3	4	5	
6. Are anticipated sales given, and are they realistic in terms of the length and budget of the campaign?	0-1	2-3	4	5	

	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
7. Does the campaign have a realistic duration, and are promotions scheduled properly in relation to the target markets?	0-1	2-3	4	5	

	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
8. Professional layout, neatness, proper grammar, spelling and word usage	0-1	2-3	4	5	

<b>TOTAL POINTS (50)</b>	
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JUDGE \_\_\_\_\_



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## PRESENTATION EVALUATION FORM

	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Originality and Creativity: Does the campaign demonstrate creativity? Does the campaign itself use a unique and effective approach?	0-1-2	3-4-5	6-7-8	9-10	
2. Does the campaign stress product and/or service benefits which would conceivably appeal to the target markets described? Is the competitive advantage stated?	0-1-2	3-4-5	6-7-8	9-10	
3. Do the ad layouts, commercials, etc. show a basic understanding of production techniques, as well as being consistent with the previous parts of the campaign? Are they original?	0-1-2	3-4-5	6-7-8	9-10	
4. Does the campaign mention how the results will be evaluated and what additional plans they have if the campaign is successful?	0-1-2	3-4-5	6-7-8	9-10	
5. Organization of Presentation: Consider neatness and organization of material, order of presentation, documentation of media rates.	0-1	2-3	4	5	
6. Closing: Consider summary and conclusion of presentation and opening for future interview. Was contract presented as part of the close?	0-1	2-3	4	5	

<b>PRESENTATION TOTAL POINTS (50)</b>	
WRITTEN ENTRY (50)	
PRESENTATION (50)	
SUBTOTAL (100)	
LESS PENALTY POINTS	
<b>TOTAL SCORE</b>	

A score of 70 or better will earn the student a Certificate of Excellence.

For tie-breaking purposes, the following evaluation form ranking process will be used. Beginning with the Presentation Evaluation Form, the participant(s) with the highest score for item #1 wins the tie-break. If this does not break the tie, the process will continue for the remaining presentation items in the following order: 3, 4, 2, 5, 6. If this does not break the tie, the process will continue using the Written Evaluation Form, beginning with item #3. If this does not break the tie, the process will continue for the remaining written entry items in the following order: 5,1,4,7,2,6,8.

JUDGE \_\_\_\_\_