



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Merchandising

**INSTRUCTIONAL AREA**

Marketing

**APPAREL AND ACCESSORIES MARKETING EVENT**

**PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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 demonstrate the 21<sup>st</sup> Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

**21<sup>st</sup> CENTURY SKILLS**

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- 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**

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- Explain factors that influence customer/client/business buying behavior.
- Discuss actions employees can take to achieve the company's desired results.
- Demonstrate connections between company actions and results.
- Explain the use of brand names in selling.
- Demonstrate suggestion selling.

## EVENT SITUATION

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You are to assume the role of the regional manager for LEVEL UP, a chain of women's apparel and accessories that targets Generation X and older Millennials. A general manager in the region (judge) wants your help in marketing a premium sub-brand to customers.

LEVEL UP caters to women ages 40-plus and carries both casual wear and professional wear. There are 240 physical store locations, and its website features all merchandise plus apparel and accessories not found in stores.

To better serve its customers through the use of data, LEVEL UP conducted extensive research from customers through email. Based on the findings thus far, the company has developed new products, expanded its size range and updated the in-store experience.

Results of the data showed that LEVEL UP customers are willing to pay more for an elevated assortment of merchandise. In response, LEVEL UP debuted *Pure Level*, a premium sub-brand that is priced 20-30% higher than the core brand. *Pure Level* focuses on professional wear and apparel for special occasions, with higher quality fabrics and intricate detailing.

Unfortunately, *Pure Level* is not selling well at all stores. Shoppers at the general manager's (judge's) store are hesitant to spend more money when they are fans of the regularly priced merchandise. The general manager (judge) has asked you to help by suggesting methods that the LEVEL UP employees can use to better market the *Pure Level* merchandise to in-store customers. The general manager (judge) wants you to cover:

- Factors that influence sales
- Suggestive selling
- Using brand names in selling
- Other actions employees can take for desired results

You will present your ideas to the general manager (judge) in a role-play to take place in the general manager's (judge's) office. The general manager (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the general manager's (judge's) questions, the general manager (judge) will conclude the role-play by thanking you for your work.

## JUDGE INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21<sup>st</sup> Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization  
Allow the participants to present their ideas without interruption, unless you are asked to respond. 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.
4. Judge Evaluation Instructions and Judge Evaluation Form  
Please use a critical and consistent eye in rating each participant.

### JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of a general manager for LEVEL UP, a chain of women's apparel and accessories that targets Generation X and older Millennials. You want your regional manager's (participant's) help in marketing a premium sub-brand to customers.

LEVEL UP caters to women ages 40-plus and carries both casual wear and professional wear. There are 240 physical store locations, and its website features all merchandise plus apparel and accessories not found in stores.

To better serve its customers through the use of data, LEVEL UP conducted extensive research from customers through email. Based on the findings thus far, the company has developed new products, expanded its size range and updated the in-store experience.

Results of the data showed that LEVEL UP customers are willing to pay more for an elevated assortment of merchandise. In response, LEVEL UP debuted *Pure Level*, a premium sub-brand that is priced 20-30% higher than the core brand. *Pure Level* focuses on professional wear and apparel for special occasions, with higher quality fabrics and intricate detailing.

Unfortunately, *Pure Level* is not selling well at all stores. Shoppers at your store are hesitant to spend more money when they are fans of the regularly priced merchandise. You have asked the regional manager (participant) to help by suggesting methods that the LEVEL UP employees can use to better market the *Pure Level* merchandise to in-store customers. You want the regional manager (participant) to cover:

- Factors that influence sales
- Suggestive selling
- Using brand names in selling
- Other actions employees can take for desired results

The participant will present information 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 would help sales if I gave incentives to the sales team?
2. How does the new premium sub-brand affect our image?

Once the regional manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the regional manager (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

## EVALUATION INSTRUCTIONS

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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 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 director 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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



## APPAREL AND ACCESSORIES MARKETING SERIES 2024

### JUDGE'S EVALUATION FORM ASSOCIATION EVENT 2

Participant: \_\_\_\_\_

ID Number: \_\_\_\_\_

### INSTRUCTIONAL AREA: Marketing

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Discuss actions employees can take to achieve the company's desired results?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Demonstrate connections between company actions and results?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the use of brand names in selling?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Demonstrate suggestion selling?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						