



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Selling

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 demonstrate the 21st 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.

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

- Identify product's/service's competitive advantage.
- Explain the concept of marketing strategies.
- Explain the selling process.
- Discuss motivational theories that impact buying behavior.
- Explain the role of customer service as a component of selling relationships.

EVENT SITUATION

You are to assume the role of the marketing manager for NANA’S COOKIES, a popular brand of cookies. The director of marketing (judge) wants you to analyze two marketing strategies and determine which will result in higher sales and better relationships.

For the past several years, NANA’S COOKIES have been advertised and marketed on social media. The ads on social media are now extremely expensive, the platforms are saturated with ads and there is little return on investment.

The director of marketing (judge) wants to return to one of the oldest product marketing strategies in the food industry, giving out free samples in grocery stores. Starting as early as the 1950s, brands would allow grocery store customers to sample products while shopping. The person hired to manage the sampling was trained in the product and would set up a small booth inside the store to hand out products and encourage customers to purchase the items.

In the last few years, automated sampling kiosks have become popular. Brands put individually wrapped samples inside the kiosk. To obtain the free sample, the customer must use a mobile app to select the product and then the kiosk dispenses it to the customer. The mobile app also collects data from the user and the kiosk.

The director of marketing (judge) wants you to analyze both methods of providing free samples to grocery store customers – in person and using automated kiosks. The director (judge) wants you to identify the advantages of each and choose which is the best option for NANA’S COOKIES. The director (judge) wants you to explain how the method you chose will motivate customers to purchase NANA’S COOKIES and build relationships with customers.

You will present your ideas to the director of marketing (judge) in a role-play to take place in the director of marketing’s (judge’s) office. The director of marketing (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the director of marketing’s (judge’s) questions, the director of marketing (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, 21st 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 the director of marketing for NANA'S COOKIES, a popular brand of cookies. You want the marketing manager (participant) to analyze two marketing strategies and determine which will result in higher sales and better relationships.

For the past several years, NANA'S COOKIES have been advertised and marketed on social media. The ads on social media are now extremely expensive, the platforms are saturated with ads and there is little return on investment.

You want to return to one of the oldest product marketing strategies in the food industry, giving out free samples in grocery stores. Starting as early as the 1950s, brands would allow grocery store customers to sample products while shopping. The person hired to manage the sampling was trained in the product and would set up a small booth inside the store to hand out products and encourage customers to purchase the items.

In the last few years, automated sampling kiosks have become popular. Brands put individually wrapped samples inside the kiosk. To obtain the free sample, the customer must use a mobile app to select the product and then the kiosk dispenses it to the customer. The mobile app also collects data from the user and the kiosk.

You want the marketing manager (participant) to analyze both methods of providing free samples to grocery store customers – in person and using automated kiosks. You want the marketing manager (participant) to identify the advantages of each and choose which is the best option for NANA'S COOKIES. You want the marketing manager (participant) to explain how the method chosen will motivate customers to purchase NANA'S COOKIES and build relationships with customers.

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. Is there a way to give samples to our curb-side pickup customers?
2. Why is sampling products a successful marketing strategy?

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

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

EVALUATION INSTRUCTIONS

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 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 2024

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 2

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Selling

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Identify product's/service's competitive advantage?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the concept of marketing strategies?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the selling process?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Discuss motivational theories that impact buying behavior?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the role of customer service as a component of selling relationships?	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						