



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Market Planning

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

- Explain the nature of marketing plans.
- Explain the concept of market and market identification.
- Explain the concept of marketing strategies.
- Explain key factors in building a clientele.
- Identify ways to track marketing-communications activities.

EVENT SITUATION

You are to assume the role of the director of marketing for ROBERTSON FOODS, the second largest supermarket chain in North America. The chief marketing officer (judge) wants you to design a marketing plan that will attract younger demographics to the stores.

ROBERTSON FOODS is a full-service supermarket with over 2,000 locations. In addition to traditional groceries, ROBERTSON FOODS provides gourmet deli items, ready-to-eat meals, bakery, seafood and fish market, curbside pick-up and grocery delivery services, pharmacies, full health and beauty departments, a loyalty rewards program and many other services.

The primary shoppers at ROBERTSON FOODS locations range in age from Baby Boomer to Millennials. These demographics are often shopping for a household and tend to stock their own kitchens and prepare their own meals. ROBERTSON FOODS celebrates Baby Boomers by offering Senior Sunrise shopping each Tuesday and Thursday morning from 5:00AM – 7:00AM. During Senior Sunrise, senior citizens are offered free hot coffee and special coupons. On Mondays and Wednesdays from 9:00AM – 11:00AM, children aged 5 and under are offered a free cookie from the bakery, and the parent is offered a coupon for additional savings in the bakery department.

While ROBERTSON FOODS appreciates and celebrates the loyal older demographics, executives understand that the younger demographics will become the generations with the greatest spending power in history. In addition, both Generation Z and Generation Alpha have the most discretionary income of any other demographic.

The chief marketing officer (judge) wants you to design a marketing plan, targeting Generation Z or Generation Alpha, that will build new, loyal ROBERTSON FOODS clientele.

You will present your ideas to the chief marketing officer (judge) in a role-play to take place in the chief marketing officer's (judge's) office. The chief marketing officer (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the chief marketing officer's (judge's) questions, the chief marketing officer (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 chief marketing officer for ROBERTSON FOODS, the second largest supermarket chain in North America. You want the director of marketing (participant) to design a marketing plan that will attract younger demographics to the stores.

ROBERTSON FOODS is a full-service supermarket with over 2,000 locations. In addition to traditional groceries, ROBERTSON FOODS provides gourmet deli items, ready-to-eat meals, bakery, seafood and fish market, curbside pick-up and grocery delivery services, pharmacies, full health and beauty departments, a loyalty rewards program and many other services.

The primary shoppers at ROBERTSON FOODS locations range in age from Baby Boomer to Millennials. These demographics are often shopping for a household and tend to stock their own kitchens and prepare their own meals. ROBERTSON FOODS celebrates Baby Boomers by offering Senior Sunrise shopping each Tuesday and Thursday morning from 5:00AM – 7:00AM. During Senior Sunrise, senior citizens are offered free hot coffee and special coupons. On Mondays and Wednesdays from 9:00AM – 11:00AM, children aged 5 and under are offered a free cookie from the bakery, and the parent is offered a coupon for additional savings in the bakery department.

While ROBERTSON FOODS appreciates and celebrates the loyal older demographics, executives understand that the younger demographics will become the generations with the greatest spending power in history. In addition, both Generation Z and Generation Alpha have the most discretionary income of any other demographic.

You want the director of marketing (participant) to design a marketing plan, targeting Generation Z or Generation Alpha, that will build new, loyal ROBERTSON FOODS clientele.

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. What communications channels should we not use to reach the target market?
2. If Gen Z and Gen Alpha are not purchasing carts full of groceries, why do we care about marketing to them?

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



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JUDGE'S EVALUATION FORM ICDC PRELIMINARY 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Market Planning

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of marketing plans?	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.	Explain the concept of marketing strategies?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain key factors in building a clientele?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Identify ways to track marketing-communications activities?	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						