

2018 Marketing Presentation Score Sheet

Purpose: To present company's marketing brand and positioning; to respond to questions concerning the company's effectiveness in creating a product ready for market; and to close the sale. (25pts)

Scoring Sections		Possible Points	Points Awarded
Criteria 1: Students Present a Professional and Quality Company			
Did the team introduce themselves with names and roles; company overview of number of employees across departments, team demographics, and brief budget overview <i>*tell vs total #</i>	0-8	8	
Did the team share a personal story using the #Thanks2BESTrobotics campaign?	0-10	10	
Were all members of the team prepared?	0-5	5	
Did the team exhibit high quality and professionalism in their visual presentation, oral presentation and engagement?	0-7	7	
Professionalism total	30	30	✓
Comments: great brochure, poster, very prepared w/ projector great video			
Criteria 2: The Company Has Created a Brand and a Brand Promise			
Did the team define the tangible benefit that makes their product desirable? Does that benefit connect well with the company's brand?	0-20	20	
Is the brand cohesive? Has the team presented brand elements that make sense and work together to express the way consumers experience the brand and why they use/choose the product? <i>→ summarize why they choose you</i>	0-20	18	
Did the team explain how the design and manufacturing processes relate to the benefit and the brand?	0-15	15	
Did the team identify the positioning of the brand by clearly identify factors that differentiate their brand and product from the competition? Did the team market differently because of the competition and did they explain how?	0-20	20	
Did the team create a strong visual identity for the brand?	0-10	10	
Does the brand have a personality and was it integrated throughout their presentation?	0-15	15	
Brand total	100	98	✓
Comments: good job @ explaining differentiating yourself.			
Criteria 3: The Company has Engaged in Promotions and Outreach*, Targeted Audiences and Measured Impact			
<small>*Marketing outreach is not limited to team brand, company or robot and should include promotion of the overall BEST Robotics program.</small>			
Is the outreach strategy well-defined and does it include diverse audiences? <i>→ variety of businesses/markets</i>	0-10	8	
Did the team include the BEST Robotics national logo in all outreach materials including websites?	0-5	5	
Did the team articulate the impact of their outreach? Did they present data on the social media exposure for their team's stories using the #Thanks2BESTrobotics campaign? <i>→ show vs pictures of campaigns</i>	0-20	16	
Did the team gather and present data about their audiences?	0-10	10	
Did the team create original infographics (higher score) or were only Excel charts used?	0-5	3	
<small>*Marketing outreach is not limited to team brand, company or robot and should include promotion of the overall BEST Robotics program.</small>			
Reach & Impact total	50	42	✓
Comments: good brochure but needs more pictures on slides and discussed how STEM/robotics impacted you; however, you didn't seem to promote this to other students			

Judge Name/number (print): Jennifer Bergman

Team Number: 807 School: _____

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Criteria 4: The Company Took the Client Through the Sales Process			
Did the team confirm what your needs are as the customer and ask for clarity or further insights? (They can refer to an imaginary 'Request for Proposal' or ask you about your needs within the presentation.) ← ?	0-20	15	
Did the team provide convincing reasons about how their product meets your needs? Did they address each of your needs?	0-15	15	
Did the team clearly ask for the sale? As the customer, when you hesitated, did they ask what it would take to make the sale? Did they reiterate the brand promise and their product's differentiating factors?	0-15	5	
Did the team have a clear process? Did they effectively negotiate? Did they confirm the next steps and have a follow-up person and plan in place? → who do we contact for info.?	0-15	10	
Was the tone of the pitch conversational and did the team engage in discussion?	0-5	5	
Sales total		70	50 ✓
Comments:			
Additional Comments: not - use bullets/paragraphs - "visuals are worth 1,000 words" → use more pictures	Total	250	220 ✓
		÷10	÷10
	Final Score	25	22

Judge Name/number (print): _____

Team Number: _____ School: _____

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Did the team introduce themselves with names and roles; company overview of number of employees across departments, team demographics, and brief budget overview	0-8	8	
Did the team share a personal story using the #Thanks2BESTrobotics campaign? ✓	0-10	10	
Were all members of the team prepared? ✓	0-5	5	
Did the team exhibit high quality and professionalism in their visual presentation, oral presentation and engagement?	0-7	6	
Professionalism total	30	29	✓
Comments: Watch where you stand in relation to your audience + where they should be focused Watch you speed through slides - make sure audience has a moment to read/absorb Watch your enunciation + speaking speed - a couple m's - speaks. ↳ practice run throughs will help			
Criteria 2: The Company Has Created a Brand and a Brand Promise			
Did the team define the tangible benefit that makes their product desirable? Does that benefit connect well with the company's brand? ✓	0-20	20	
Is the brand cohesive? Has the team presented brand elements that make sense and work together to express the way consumers experience the brand and why they use/choose the product? ✓	0-20	20	
Did the team explain how the design and manufacturing processes relate to the benefit and the brand?	0-15	15	
Did the team identify the positioning of the brand by clearly identify factors that differentiate their brand and product from the competition? Did the team market differently because of the competition and did they explain how?	0-20	20	
Did the team create a strong visual identity for the brand?	0-10	10	
Does the brand have a personality and was it integrated throughout their presentation?	0-15	15	
Brand total	100	100	✓
Comments: Excellent.			
Criteria 3: The Company has Engaged in Promotions and Outreach*, Targeted Audiences and Measured Impact			
*Marketing outreach is not limited to team brand, company or robot and should include promotion of the overall BEST Robotics program.			
Is the outreach strategy well-defined and does it include diverse audiences?	0-10	10	
Did the team include the BEST Robotics national logo in all outreach materials including websites?	0-5	5	
Did the team articulate the <u>impact</u> of their outreach? Did they present data on the social media exposure for their <u>team's stories</u> using the #Thanks2BESTrobotics campaign?	0-20	17	
Did the team gather and present data about their audiences?	0-10	10	
Did the team create original infographics (higher score) or were only Excel charts used?	0-5	5	
*Marketing outreach is not limited to team brand, company or robot and should include promotion of the overall BEST Robotics program.			
Reach & Impact total	50	47	✓
Comments: Sponsors social media middle school outreach social media metrics contact 5Gyros			

Judge Name/number (print): Kathryn Whitman

Team Number: 807 School: Guyer HS

2018 Marketing Presentation Score Sheet, page 2

Criteria 4: The Company Took the Client Through the Sales Process			
Did the team confirm what your needs are as the customer and ask for clarity or further insights? (They can refer to an imaginary 'Request for Proposal' or ask you about your needs within the presentation.)	0-20	17	
Did the team provide convincing reasons about how their product meets your needs? Did they address each of your needs? <i>addressed needs based on BEST game requirements</i>	0-15	15	
Did the team clearly ask for the sale? As the customer, when you hesitated, did they ask what it would take to make the sale? Did they reiterate the brand promise and their product's differentiating factors? ✓	0-15	10	
Did the team have a clear process? Did they effectively negotiate? Did they confirm the next steps and have a follow-up person and plan in place?	0-15	10	
Was the tone of the pitch conversational and did the team engage in discussion?	0-5	5	
Sales total	70	57 ✓	
Comments: <i>Try to avoid reading slides as go through last of presentation - level of already mentioned this, but reiterating here because the question would have been more impactful if you hadn't read it.</i>			
Additional Comments: <i>We are your customer</i>	Total	250	
		233 ✓	
	÷10	÷10	
	Final Score	25	
		23.3	

Judge Name/number (print): _____

Team Number: _____ School: _____

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Did the team share a personal story using the #Thanks2BESTrobotics campaign?	0-10	10	
Were all members of the team prepared?	0-5	5	
Did the team exhibit high quality and professionalism in their visual presentation, oral presentation and engagement?	0-7	7	
Professionalism total	30	30	✓
Comments: • Great intro • cool video!			
Criteria 2: The Company Has Created a Brand and a Brand Promise			
Did the team define the tangible benefit that makes their product desirable? Does that benefit connect well with the company's brand?	0-20	19	
Is the brand cohesive? Has the team presented brand elements that make sense and work together to express the way consumers experience the brand and why they use/choose the product?	0-20	19	
Did the team explain how the design and manufacturing processes relate to the benefit and the brand?	0-15	15	
Did the team identify the positioning of the brand by clearly identify factors that differentiate their brand and product from the competition? Did the team market differently because of the competition and did they explain how?	0-20	19	
Did the team create a strong visual identity for the brand?	0-10	9	
Does the brand have a personality and was it integrated throughout their presentation?	0-15	14	
Brand total	100	95	✓
Comments:			
Criteria 3: The Company has Engaged in Promotions and Outreach*, Targeted Audiences and Measured Impact			
*Marketing outreach is not limited to team brand, company or robot and should include promotion of the overall BEST Robotics program.			
Is the outreach strategy well-defined and does it include diverse audiences?	0-10	9	
Did the team include the BEST Robotics national logo in all outreach materials including websites?	0-5	5	
Did the team articulate the impact of their outreach? Did they present data on the social media exposure for their team's stories using the #Thanks2BESTrobotics campaign?	0-20	19	
Did the team gather and present data about their audiences?	0-10	9	
Did the team create original infographics (higher score) or were only Excel charts used?	0-5	4	
*Marketing outreach is not limited to team brand, company or robot and should include promotion of the overall BEST Robotics program.			
Reach & Impact total	50	46	✓
Comments: use more pictures & infographics			

Judge Name/number (print): Ravi Singh

Team Number: 807 School: Guyer HS

2018 Marketing Presentation Score Sheet, page 2

Criteria 4: The Company Took the Client Through the Sales Process			
Did the team confirm what your needs are as the customer and ask for clarity or further insights? (They can refer to an imaginary 'Request for Proposal' or ask you about your needs within the presentation.)	0-20	18	
Did the team provide convincing reasons about how their product meets your needs? Did they address each of your needs?	0-15	15	
Did the team clearly ask for the sale? As the customer, when you hesitated, did they ask what it would take to make the sale? Did they reiterate the brand promise and their product's differentiating factors?	0-15	8	
Did the team have a clear process? Did they effectively negotiate? Did they confirm the next steps and have a follow-up person and plan in place?	0-15	12	
Was the tone of the pitch conversational and did the team engage in discussion?	0-5	5	
Sales total	70	58	
Comments: <i>Rather than discussing the sales process, you should instead try to sell us the product. <u>Imagine</u> we are potential buyers. Basically, show us, don't tell us.</i>			
Additional Comments:	Total	250	729
		÷10	÷10
	Final Score	25	22.9

Judge Name/number (print): _____

Team Number: _____ School: _____

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Scoring Sections	Possible Points	Points Awarded
Criteria 1: Students Present a Professional and Quality Company		
Did the team introduce themselves with names and roles; company overview of number of employees across departments, team demographics, and brief budget overview	0-8	7
Did the team share a personal story using the #Thanks2BESTrobotics campaign? <i>Recruited for Marketing MIT STEM</i>	0-10	7
Were all members of the team prepared?	0-5	4
Did the team exhibit high quality and professionalism in their visual presentation, oral presentation and engagement?	0-7	6
Professionalism total	30	24 ✓
Comments: <i>Best Intro @ start. CFO should brief Financials - Budget.</i>		
Criteria 2: The Company Has Created a Brand and a Brand Promise		
Did the team define the tangible benefit that makes their product desirable? Does that benefit connect well with the company's brand?	0-20	11
Is the brand cohesive? Has the team presented brand elements that make sense and work together to express the way consumers experience the brand and why they use/choose the product?	0-20	12
✓ Did the team explain how the design and manufacturing processes relate to the benefit and the brand?	0-15	8
Did the team identify the positioning of the brand by clearly identify factors that differentiate their brand and product from the competition? Did the team market differently because of the competition and did they explain how?	0-20	12
Did the team create a strong visual identity for the brand?	0-10	5
Does the brand have a personality and was it integrated throughout their presentation?	0-15	5
Brand total	100	53 ✓
Comments:		
Criteria 3: The Company has Engaged in Promotions and Outreach*, Targeted Audiences and Measured Impact		
<small>*Marketing outreach is not limited to team brand, company or robot and should include promotion of the overall BEST Robotics program.</small>		
Is the outreach strategy well-defined and does it include diverse audiences?	0-10	6
Did the team include the BEST Robotics national logo in all outreach materials including websites?	0-5	4
Did the team articulate the impact of their outreach? Did they present data on the social media exposure for their team's stories using the #Thanks2BESTrobotics campaign?	0-20	14
Did the team gather and present data about their audiences? <i>Yes!</i>	0-10	8
Did the team create original infographics (higher score) or were only Excel charts used? <i>video start</i>	0-5	4
<small>*Marketing outreach is not limited to team brand, company or robot and should include promotion of the overall BEST Robotics program.</small>		
Reach & Impact total	50	36 ✓
Comments: <i>Website Sponsoring Letter to Get Sponsors 2K Grant? Daily Instruments / canno w/ MS fader</i> <i>Instagram</i> <i>Social media Metrics - 130 Accounts - People from School</i>		

Judge Name/number (print): Joseph Beckman

Team Number: 807 School: Guyen Gyre

2018 Marketing Presentation Score Sheet, page 2

Criteria 4: The Company Took the Client Through the Sales Process			
Did the team confirm what your needs are as the customer and ask for clarity or further insights? (They can refer to an imaginary 'Request for Proposal' or ask you about your needs within the presentation.)	0-20	12	
Did the team provide convincing reasons about how their product meets your needs? Did they address each of your needs?	0-15	10	
Did the team clearly ask for the sale? As the customer, when you hesitated, did they ask what it would take to make the sale? Did they reiterate the brand promise and their product's differentiating factors?	0-15	5	
Did the team have a clear process? Did they effectively negotiate? Did they confirm the next steps and have a follow-up person and plan in place?	0-15	5	
Was the tone of the pitch conversational and did the team engage in discussion?	0-5	5	
Sales total	70	37	
Comments:		113	
Additional Comments:	Total	250	150
		+10	+10
	Final Score	25	15.0

Target - Non Profit
Infographics
Environ
Res for main life,
in

Prospecting + Qualifying
Pre approach - 5 Gyres - work w/ UN ← ?
Approach
Presentation + Demo'ing
Handle Objections
Closing

Great Process,
but not negotiate w/ us to buy,
follow up

Judge Name/number (print): _____

Team Number: _____ School: _____