



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Economics

APPAREL AND ACCESSORIES MARKETING 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 direct marketing channels.
- Explain the importance of merchandising to retailers.
- Explain the concept of competition.
- Determine factors affecting business risk.
- Identify factors affecting a business's profit.

EVENT SITUATION

You are to assume the role of the marketing manager for C. DREW, an apparel and accessories retail chain that offers an assortment of merchandise for men and women. The director of marketing (judge) wants you to analyze the benefits and risks involved with bringing back a direct mail favorite.

C. DREW started in 1989 as a catalog operation focusing on leisurewear for upper-middle-class customers. The first physical store location opened in 2000 and quickly became one of the most popular apparel retailers in the early 2000s. Customers loved the quality apparel and the C. DREW catalogs that became an iconic mailbox moment when they were issued two dozen times a year.

By 2016, C. DREW operated over 400 retail store locations and had great success with online sales and the mail order catalogs. In 2017, the company began releasing fewer catalogs with fewer pages to save money. In 2020, the company closed over half of its locations due to the pandemic and also stopped publication of the catalogs altogether.

It has been several years since the pandemic and sales have slowly increased at C. DREW. Unfortunately, 2024 was a slow sales year compared to 2023 among all apparel retailers. Executives at C. DREW are looking for methods to bring excitement back to the apparel retailer. The director of marketing (judge) feels that bringing back the C. DREW catalog could be the answer.

The director of marketing (judge) wants you to analyze bringing back the C. DREW catalog in an attempt to increase sales. The director (judge) wants you to analyze the benefits and risks of bringing back the catalog to increase sales, the competition and recommend a direct marketing plan.

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 C. DREW, an apparel and accessories retail chain that offers an assortment of merchandise for men and women. You want the marketing manager (participant) to analyze the benefits and risks involved with bringing back a direct mail favorite.

C. DREW started in 1989 as a catalog operation focusing on leisurewear for upper-middle-class customers. The first physical store location opened in 2000 and quickly became one of the most popular apparel retailers in the early 2000s. Customers loved the quality apparel and the C. DREW catalogs that became an iconic mailbox moment when they were issued two dozen times a year.

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It has been several years since the pandemic and sales have slowly increased at C. DREW. Unfortunately, 2024 was a slow sales year compared to 2023 among all apparel retailers. Executives at C. DREW are looking for methods to bring excitement back to the apparel retailer. You feel that bringing back the C. DREW catalog could be the answer.

You want the marketing manager (participant) to analyze bringing back the C. DREW catalog in an attempt to increase sales. You want the marketing manager (participant) to analyze the benefits and risks of bringing back the catalog to increase sales, the competition and recommend a direct marketing plan.

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. Should we mail catalogs or simply have them available in store locations?
2. Are there any ethical considerations we need to worry about with the catalogs?

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.



APPAREL AND ACCESSORIES MARKETING SERIES 2025

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Economics

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of direct marketing channels?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the importance of merchandising to retailers?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the concept of competition?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Determine factors affecting business risk?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Identify factors affecting a business's profit?	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						