



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Communications

INSTRUCTIONAL AREA

Market Planning

MARKETING COMMUNICATIONS 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.
- Describe the use of target marketing in marketing communications.
- Explain the concept of marketing strategies.
- Explain the use of celebrities/influencers as a WOM strategy.
- Identify communications channels used in sales promotion.

EVENT SITUATION

You are to assume the role of the marketing communications director for YES!, a company that produces many popular brands of fragrances sold at drugstores and discount retailers. The vice president of merchandising (judge) wants you to create a marketing plan for the relaunch of the most popular fragrances in the company's history that will inform original fans of the fragrances.

YES! sells a variety of men's, women's and unisex fragrances in the cosmetics department of national drugstore and discount retail chains. Most sales occur leading up to winter holidays when YES! sells its products in prepackaged gift boxes that contain various sizes and brands of fragrance.

In the early to mid 1990s, YES! was the top-selling fragrance brand, even topping designer brands. In 1992, YES! released three fragrances: *True* for women, *Affirm* for men and *Certain* as the company's first unisex fragrance. The three fragrances were considered hip and modern among the younger 18–25-year-old demographic. Eventually that demographic moved on to more sophisticated fragrances and by 2000 the three fragrances were retired.

YES! executives have decided to relaunch the original *True*, *Affirm* and *Certain* fragrances. The vice president of merchandising (participant) wants you to create a marketing plan that will inform the original fans of the relaunch. The marketing plan should include:

- Description of the target market
- Marketing strategies
- Use of a celebrity in marketing
- Communications channels

You will present your ideas to the vice president (judge) in a role-play to take place in the vice president's (judge's) office. The vice president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the vice president's (judge's) questions, the vice president (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 vice president of merchandising for YES!, a company that produces many popular brands of fragrances sold at drugstores and discount retailers. You want the marketing communications director (participant) to create a marketing plan for the relaunch of the most popular fragrances in the company's history that will inform original fans of the fragrances.

YES! sells a variety of men's, women's and unisex fragrances in the cosmetics department of national drugstore and discount retail chains. Most sales occur leading up to winter holidays, when YES! sells its products in prepackaged gift boxes that contain various sizes and brands of fragrance.

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YES! executives have decided to relaunch the original *True*, *Affirm* and *Certain* fragrances. You want the marketing communications director (participant) to create a marketing plan that will inform the original fans of the relaunch. The marketing plan should include:

- Description of the target market
- Marketing strategies
- Use of a celebrity in marketing
- Communications channels

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. Why is it important or not important to reach other markets?
2. How can we tell if your promotion is effective?

Once the marketing communications director (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the marketing communications director (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 ASSOCIATION EVENT 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. | Describe the use of target marketing in marketing communications? | 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 the use of celebrities/influencers as a WOM strategy? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 5. | Identify communications channels used in sales promotion? | 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 | | | | | | |