



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Communications

INSTRUCTIONAL AREA

Promotion

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 factors that influence customer/client/business buying behavior.
- Explain the use of illustrations in advertisements.
- Describe effective advertising layouts.
- Describe the nature of copy strategies.
- Write copy for advertisements.

EVENT SITUATION

You are to assume the role of the marketing communications director for PIZZA BELLA, a pizza delivery chain with over 21,000 worldwide locations. The vice president of marketing (judge) wants you to create a pause advertisement for placement during the much anticipated second season of a streaming series that will persuade viewers to purchase PIZZA BELLA pizza.

This July, a popular streaming network, FLIXNET, will debut the second season of its wildly popular romantic comedy series, *In Love a Little*. The second season will feature 10 episodes, each 27-31 minutes, available all at once. The series features a couple questioning whether or not they are in love.

Pause advertisements have become very popular in the last year. When a viewer decides to pause a program, instead of simply displaying the paused program, a still or paused advertisement is engaged. Over half of viewers have taken some sort of action after viewing a pause advertisement, which demonstrates the effectiveness of the medium. Pause advertisements have 43% higher memorability than traditional advertisements. Because they are user-initiated, the consumer must decide to press pause.

The vice president of marketing for PIZZA BELLA (judge) has invested in a pause advertisement for placement during season two of *In Love a Little* on FLIXNET and wants you to design the ad. The vice president (judge) wants you to outline effective layout, use of illustration, copy strategies and factors that will persuade viewers of *In Love a Little* to purchase PIZZA BELLA pizza.

You will present your ideas to the vice president of marketing (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 marketing for PIZZA BELLA, a pizza delivery chain with over 21,000 worldwide locations. You want the marketing communications director (participant) to create a pause advertisement for placement during the much anticipated second season of a streaming series that will persuade viewers to purchase PIZZA BELLA pizza.

This July, a popular streaming network, FLIXNET, will debut the second season of its wildly popular romantic comedy series, *In Love a Little*. The second season will feature 10 episodes, each 27-31 minutes, available all at once. The series features a couple questioning whether or not they are in love.

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You have invested in a pause advertisement for placement during season two of *In Love a Little* on FLIXNET and want the marketing communications director (participant) to design the ad. You want the marketing communications director (participant) to outline effective layout, use of illustration, copy strategies and factors that will persuade viewers of *In Love a Little* to purchase PIZZA BELLA pizza.

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 we can track this ad to tell if it is effective?
2. Besides streaming services, can we use pause ads anywhere else?

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.



MARKETING COMMUNICATIONS SERIES 2025

JUDGE'S EVALUATION FORM ICDC PRELIMINARY 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Promotion

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the use of illustrations in advertisements?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Describe effective advertising layouts?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Describe the nature of copy strategies?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Write copy for advertisements?	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						