



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Promotion

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 types of advertising media.
- Explain the components of advertisements.
- Explain the importance of coordinating elements in advertisements.
- Explain the concept of marketing strategies.
- Identify components of a retail image.

EVENT SITUATION

You are to assume the role of the director of marketing for PASSAGE, a worldwide clothing and accessories retailer. The vice president of merchandising (judge) wants you to outline an advertising campaign for the launch of a new sustainable clothing line.

PASSAGE sells men's and women's apparel and accessories in stores and online. The clothing ranges from casual and athleisure to professional and is considered mid-price to premium. PASSAGE has been able to hold onto customers and profits by communicating its distaste for fast-fashion and promoting quality products.

This year, PASSAGE merchandisers have created a new line called *PASSAGE Dead-Stock*. This new line of t-shirts and sweatshirts uses leftover fabrics from previous PASSAGE production runs that are no longer being used. Rather than purchasing brand new fabric for the new line, *PASSAGE Dead-Stock* will feature familiar patterns, colors and text from many different product lines from PASSAGE's history, from 1965 – 2021. Due to the nature of the *Dead-Stock* product line, no two items are alike, and there are no guarantees on what vintage fabrics will be on merchandise at individual stores or online.

The vice president of merchandising (judge) thinks that *PASSAGE Dead-Stock* will demonstrate the company's commitment to sustainability and will attract both old and new customers. The vice president (judge) wants you to outline an advertising campaign that will launch *PASSAGE Dead-Stock*.

You will present your ideas to the vice president of merchandising (judge) in a role-play to take place in the vice president's (judge's) office. The vice president of merchandising (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the vice president of merchandising'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 PASSAGE, a worldwide clothing and accessories retailer. You want the director of marketing (participant) to outline an advertising campaign for the launch of a new sustainable clothing line.

PASSAGE sells men's and women's apparel and accessories in stores and online. The clothing ranges from casual and athleisure to professional and is considered mid-price to premium. PASSAGE has been able to hold onto customers and profits by communicating its distaste for fast-fashion and promoting quality products.

This year, PASSAGE merchandisers have created a new line called *PASSAGE Dead-Stock*. This new line of t-shirts and sweatshirts uses leftover fabrics from previous PASSAGE production runs that are no longer being used. Rather than purchasing brand new fabric for the new line, *PASSAGE Dead-Stock* will feature familiar patterns, colors and text from many different product lines from PASSAGE's history, from 1965 – 2021. Due to the nature of the Dead-Stock product line, no two items are alike, and there are no guarantees on what vintage fabrics will be on merchandise at individual stores or online.

You think that *PASSAGE Dead-Stock* will demonstrate the company's commitment to sustainability and will attract both old and new customers. You want the director of marketing (participant) to outline an advertising campaign that will launch *PASSAGE Dead-Stock*.

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 do we need to communicate to store managers before the first shipments arrive at the stores?
2. Who did you choose as the primary target market?

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. |



APPAREL AND ACCESSORIES MARKETING SERIES 2025

JUDGE'S EVALUATION FORM
ICDC PRELIMINARY 1

Participant: _____

INSTRUCTIONAL AREA:
Promotion

ID Number: _____

| Did the participant: | | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|---------------------------------------|--|-----------------|--------------------|--------------------|----------------------|--------------|
| PERFORMANCE INDICATORS | | | | | | |
| 1. | Explain types of advertising media? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 2. | Explain the components of advertisements? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 3. | Explain the importance of coordinating elements in advertisements? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 4. | Explain the concept of marketing strategies? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 5. | Identify components of a retail image? | 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 | | | | | | |