



NESTLÉ PROFESSIONAL SOLUTIONS BEVERAGE MARKETING CHALLENGE

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Sponsored by Nestlé



Students are turning DOWN the heat when it comes to beverage choices and are tapping into cold – the global cold coffee market is expected to reach \$10.2 billion by 2034, and GenZ and Millennials lead the way in functional beverages.

Nestlé Professional Solutions (NPS), which boasts a wide variety of cold beverages including NESCAFÉ®, Seattle's Best Coffee®, Coffee mate®, and Nestlé Vitality® Beverages, is excited to serve and deliver for students on college and university campuses.

In this challenge, you'll be tasked to dive into B2B marketing with the goal of connecting foodservice operators with campus students. You'll identify the "next big thing" in GenZ beverage trends and provide a path forward for how NPS could bring that innovation to campus.

Driving Question or Challenge:

How can you identify emerging beverage trends among Gen-Z consumers and create a compelling B2B marketing strategy that convinces campus administrators to adopt your innovative cold beverage solution?

Real-World Context:

This challenge requires DECA members to engage with the complexities of B2B marketing, where trend analysis, dual-audience messaging and strategic positioning play crucial roles. By developing a marketing campaign for campus foodservice adoption, DECA members will explore the unique challenges of marketing to decision-makers while appealing to end consumers, understand the institutional sales process and learn about the specialized strategies needed to navigate educational market channels. This experience mirrors real-world scenarios faced by B2B marketing professionals, foodservice consultants and product managers in the food and beverage industry, encouraging students to think critically about stakeholder analysis, value proposition development and the integration of consumer insights with institutional needs.

CHALLENGE OVERVIEW

- This challenge asks you to identify the "next big thing" in beverage trends and design a marketing campaign and messaging to launch your idea. This should be a visual presentation (PowerPoint, Adobe, Express, Canva, etc.) with talk track, that is a minimum of **two minutes** and a maximum of **five minutes** in length.
- Each entry will be composed of **two to four members** of a DECA chapter. Chapters may submit multiple entries for consideration.
- The participants must fully complete and submit the online registration form at www.deca.org/challenges no later than **December 19, 2025 at 11:59 p.m. ET** to be eligible for awards.
- Late entries and entries under **two minutes** or over **five minutes** will not be accepted.
- Participants will identify an emerging beverage trend and create a comprehensive B2B marketing campaign targeting campus foodservice administrators. Keep in mind: while the idea is for Gen-Z consumers, bringing your "big thing" to campus is a decision made by educational administrators!
- Remember to include at least one slide/page about why your idea is beneficial for their campus – does it save costs? Does it fill a current gap? Why would a Director of Food Services want to say yes to your idea?
- Nestlé Professional Solutions will evaluate all submitted presentations and select the top three overall teams. From the final three teams, an overall winning team will be selected.
- DECA Inc. and Nestlé Professional Solutions are not responsible for lost, damaged, mislabeled, or misdirected entries.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Initiative and Self-direction
- Media Literacy

PRESENTATION GUIDELINES

The participants will present their marketing campaign to Nestlé Professional Solutions judges in a visual presentation that is a minimum of two minutes and maximum of five minutes in length. All presentations must include the following components:

I. Introduction

- Identification of “the next big thing” in cold beverage trends for Gen-Z
- Overview of target audiences (Gen-Z consumers and campus administrators)

II. Market Analysis and Strategy Development

- Detailed description of Gen-Z target market demographics and psychographics
- SWOT analysis of target market's cold beverage consumption
- Market opportunity assessment and rationale

III. Product/Service Innovation

- Clear definition of “the next big thing” including:
 - WHERE: Location/distribution channel (on-campus café, vending, dining facility, etc.)
 - WHEN: Consumption timing (breakfast, between classes, study sessions, etc.)
 - WHY: Consumer motivation (energy, health, flavor, price, hydration, etc.)
- Unique Value Proposition (UVP) for both consumers and campus decision-makers

IV. Marketing Campaign Strategy

- Objectives and rationale of the proposed marketing campaign. Clearly define the goal.
- Proposed activities and timeline (be specific)
- Proposed metrics or key performance indicators to measure campaign effectiveness

V. B2B Sales Strategy

- Value proposition specifically for campus administrators
- Cost-benefit analysis and ROI considerations

VI. Video Guidelines

- Be visually creative when presenting the campaign
- Ensure the presentation's tone and style match the GenZ vibe but are professional for the administrators who will have decision-making power.
- Animation and soundtrack should only be used to enhance the overall presentation

For evaluation details, please see the Presentation Evaluation Form.

PRESENTATION JUDGING

Judges will select the top three overall teams. From the final three teams, the overall winning team will be selected.

AWARDS

In partnership with Nestlé Professional Solutions (NPS) the following awards will be provided:

- 1st Place Team - \$1,500
- 2nd Place Team - \$1,000
- 3rd Place Team - \$500

The top three teams will be recognized on stage during DECA's International Career Development Conference in Atlanta, Georgia. Eligibility to attend DECA ICDC is determined by the chartered association advisor based on their policies. Finalists should consult with their chartered association advisor for eligibility guidelines and gain approval from their school advisor to attend the conference.

TIMELINE

| | |
|-------------------------------------------------------|-------------------|
| Challenge begins | September 2025 |
| Challenge registration deadline/video posted deadline | December 19, 2025 |
| Top 3 teams announced | January 27, 2026 |
| Top 3 teams recognized at ICDC (Atlanta, GA) | April 25-28, 2026 |



2-4 PARTICIPANTS



2-4 MINUTES
PRESENTATION TIME



1 VIDEO
ENTRY



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PRESENTATION EVALUATION FORM

Name of School: _____ City: _____ State: _____

Team Member Names: _____

| Did the participating team... | | Little/No Value | Below Expectation | Meets Expectations | Exceeds Expectations | Judged Score |
|-------------------------------|----------------------------------------------------------------------------------------|-----------------|-------------------|--------------------|----------------------|--------------|
| PERFORMANCE INDICATORS | | | | | | |
| 1. | Select target market and conduct market analysis (market size, area, potential, etc.). | 0-1-2 | 3-4-5-6-7 | 8-9-10-11-12-13 | 14-15 | |
| 2. | Explain considerations in developing the marketing campaign? | 0-1-2 | 3-4-5-6-7 | 8-9-10-11-12-13 | 14-15 | |
| 3. | Explain factors that influence customer/client/business buying behavior? | 0-1-2 | 3-4-5-6-7 | 8-9-10-11-12-13 | 14-15 | |
| 4. | Track trends (e.g., social, buying, social media, advertising agency, etc.)? | 0-1-2 | 3-4-5-6-7 | 8-9-10-11-12-13 | 14-15 | |
| 5. | Coordinate channel management with other marketing activities? | 0-1-2 | 3-4-5-6-7 | 8-9-10-11-12-13 | 14-15 | |
| VIDEO PRESENTATION | | | | | | |
| 6. | Research into cold beverage trends clearly demonstrated. | 0-1 | 2-3 | 4 | 5 | |
| 7. | Communicate clearly? | 0-1 | 2-3 | 4 | 5 | |
| 8. | Show evidence of creativity? | 0-1 | 2-3 | 4 | 5 | |
| 9. | Overall impression of the video | 0-1 | 2-3 | 4 | 5 | |
| TOTAL SCORE (100 points) | | | | | | |