



ADOBE FOOD TRUCK CHALLENGE

Adobe Food Truck Challenge

Sponsored by Adobe



The **Adobe Food Truck Challenge** provides an opportunity for participants to develop a comprehensive food truck concept that includes branding, truck design, menu creation and social media marketing. Create your concept using Adobe Express tools, submit your project components on the website template and present a summary of your concept in an up to 60-second video.

Driving Question or Challenge:

Create a unique food truck concept that meets the needs of a specific target market while effectively utilizing branding, design, and marketing strategies.

Real-world Context:

This challenge requires students to engage with the dynamic food industry, where creativity, market research and branding play crucial roles. By developing a food truck concept, students will explore the challenges of entrepreneurship, understand consumer preferences and learn about the competitive landscape. This experience mirrors real-world business scenarios, encouraging students to think critically about their ideas and how they can impact the community.

CHALLENGE OVERVIEW

- This event consists of two major parts: A link to the Adobe Food Truck website and a video link, created using Adobe Express tools and is between 30 seconds to 60 seconds in length. (See Presentation Guidelines.)
- Each event entry will be composed of **three to four members** of a DECA chapter. Chapters may submit multiple entries for consideration.
- The participants will create a food truck concept based on a specific target market, product offerings, market potential and marketing strategy using Adobe Express.
- Participants will submit a link to their food truck website using the Adobe Express Food website template, including branding, truck design, menu and social media marketing strategies they created in Adobe Express.
- Participants must use [Adobe Food Truck Challenge Website Template](#) to create their personal branded website. If a school district has turned off student sharing capabilities, participants can use the Adobe Express slide templates instead of the website.
- Participants will create an up to 60-second video summarizing their concept and explaining how they implemented Adobe Express in their project.
- The participants must fully complete and submit the online registration form at deca.org/challenges and no later than **January 15, 2027, at 11:59 p.m** to be eligible for awards. Late entries and video entries over 60 seconds will not be accepted.
- Submissions will be evaluated against the criteria to determine the top 10 submissions.
- Judges will evaluate the top 10 submissions and select the top three overall teams. From the final three entries, an overall winning team will be selected.
- DECA Inc. & Adobe 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 Career Competencies, in the following categories, desired by today's employers:

- **Critical Thinking** - Thinks critically to understand and solve problems.
- **Communication** - Communicates clearly, effectively, and with reason.
- **Decision Making** - Considers the impacts of decisions.
- **Collaboration** - Participates and advocates in groups of all sizes to achieve common goals.
- **Innovation** - Demonstrates a creative and innovative mindset.
- **Technology** - Ethically leverages technologies to enhance efficiencies, complete tasks, and accomplish goals.

CHALLENGE GUIDELINES

Each entry should include the creation of a food truck website using the Adobe Food Truck Challenge Website Template, a video link and the use of Adobe Express tools. Each online submission should include the following components created using Adobe Express and submitted at Adobe Food Truck Challenge.

Branding and Logo

- **Brand name:** Brainstorm names that reflect your food truck's cuisine, style or unique selling proposition. Consider wordplay, alliteration or local references for memorability. Ensure the name is easy to pronounce and spell and check for any trademark conflicts. *Implementation: Use Adobe Express's text tools to experiment with different fonts and styles for your brand name.*
- **Logo design:** Design a simple, scalable logo that works in both color and black and white. Ensure the logo reflects your brand's personality and cuisine type and consider how the logo will look on the truck, menus, and social media. *Implementation: Use Adobe Express's logo maker to create multiple options. Experiment with different icon and text combinations. Export the logo in various formats (PNG, SVG) for different uses.*
- **Color scheme:** Ensure colors complement each other and reflect your brand's mood. Consider color psychology in relation to food and your target market. *Implementation: Use Adobe Express's color palette tools to experiment with different combinations. Apply your color scheme consistently across all design elements.*

Food Truck Exterior Design

- **Truck layout/ wrap:** Design a truck layout or wrap that covers the entire visible exterior of the truck. Ensure the design is eye-catching from a distance. Include your logo, brand name and any key information (e.g., cuisine type). *Implementation: Use the provided food truck template in Adobe Express or design your own. Apply your brand colors and logo to the template. Experiment with patterns, illustrations or photographs that reflect your cuisine and brand.*
- **Graphics and imagery:** Select or create graphics that represent your menu items or cuisine style. Ensure all imagery is high-quality and fits your brand aesthetic. *Implementation: Use Adobe Express's image library or upload your own images. Apply filters or adjustments to ensure all images match your brand style. Create simple illustrations or icons if appropriate for your brand.*
- **Menu board concept:** Design a clear, readable menu board for display on the truck exterior. Include key menu items, prices and any daily specials. Ensure the design is consistent with your overall branding. *Implementation: Use Adobe Express's menu templates and customize the template with your brand colors, fonts and logo. Experiment with layout to ensure readability from a distance.*

Menu Design

- **At least five food/drink items:** Develop a concise menu with at least five unique items. Ensure menu items align with your concept and target market. Consider dietary restrictions and popular food trends. *Implementation: Use Adobe Express's menu design tools to layout your items. Include high-quality images or illustrations of key dishes.*
- **Descriptions and pricing:** Write clear, appetizing descriptions for each menu item. Price items competitively based on your market research. Consider using descriptive words that align with your brand voice. *Implementation: Experiment with different fonts and text layouts in Adobe Express. Use text boxes or callouts to highlight special or popular items.*
- **Theme-appropriate design:** Design the menu to reflect your brand's personality and cuisine style. Ensure the layout is easy to read and visually appealing. Use consistent styling with your other branding elements. *Implementation: Start with an Adobe Express menu template and customize it to fit your brand. Apply your color scheme and logo consistently throughout the design.*

Social Media Marketing

- **One promotional post:** Create a single, eye-catching social media post to promote your food truck. Include key information: truck name, type of cuisine, location (if applicable) and a call-to-action. Ensure the post aligns with your overall brand aesthetic. *Implementation: Use Adobe Express's social media post templates. Customize the template with your brand colors, fonts and imagery. Experiment with different layouts to find the most impactful design.*
- **Hashtag strategy:** Develop 3-5 unique hashtags for your food truck. Include a mix of branded hashtags and popular food-related tags. Ensure hashtags are easy to read and memorable. *Implementation: Use Adobe Express's text tools to display your hashtags creatively. Consider creating a small infographic explaining your hashtag strategy.*
- **Visual content for the post:** Select or create high-quality imagery that showcases your food and truck. Ensure visuals are attention-grabbing and shareable. Consider creating a simple graphic or illustration that represents your brand. *Implementation: Use Adobe Express's image editing tools to enhance photos. Create a collage or multi-image post if appropriate. Experiment with adding text overlays or stickers to make the post more engaging.*

Project Summary

- **Target market analysis:** Clearly define your primary target market (demographics, psychographics). Explain why this market is a good fit for your food truck concept. Include any secondary markets you plan to target. *Implementation: Use Adobe Express to create an infographic summarizing your target market. Include charts or graphs to visualize key demographic data.*
- **Product offerings overview:** Summarize your menu concept and unique selling proposition. Highlight what makes your offerings stand out from competitors. Explain how your products meet the needs/wants of your target market. *Implementation: Create a visually appealing product showcase using Adobe Express. Use icons or small images to represent different menu categories.*
- **Marketing strategy highlights:** Outline your key marketing channels and tactics. Explain how your branding and design choices support your marketing strategy. Include any promotional ideas or loyalty programs you plan to implement. *Implementation: Create a timeline or flowchart of your marketing plan using Adobe Express.*

PRESENTATION GUIDELINES

The participants will develop an up to **60-second video** that includes the following components:

Concept Summary (30-40 seconds)

- Brief description of the food truck concept
- Highlight of key features (branding, design, menu, marketing)
- Target market and unique selling proposition

Adobe Express Implementation (20-30 seconds)

- Overview of Adobe Express tools used in the project
- Specific examples of how Adobe Express enhanced the concept
- Benefits of using Adobe Express for the project

The video should be engaging, concise and professionally presented. It should effectively communicate the core ideas of the concept and the value of Adobe Express in its creation.

CHALLENGE JUDGING

Projects will be evaluated against criteria to determine the top 10. Judges will select the top three overall teams. From the final three teams, the overall winning team will be selected. Entries will be evaluated based on:

1. Creativity and innovation of the food truck concept
2. Effective use of Adobe Express tools
3. Quality and professionalism of submission
4. Clarity and impact of the 60-second video presentation
5. Comprehensive approach to branding, design, menu creation, and marketing
6. Feasibility and market potential of the concept

AWARDS

In partnership with Adobe, the following awards will be provided:

- 1st Place Team - \$6,000
- 2nd Place Team - \$4,000
- 3rd Place Team - \$2,000

In addition, the top three teams will be recognized on stage during DECA's International Career Development Conference in Anaheim, California. 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 chapter advisor to attend the conference.

TIMELINE

Challenge announced	August 2026
Challenge submission deadline	January 15, 2027 at 11:59 pm
Top 3 announced	February 23, 2027
Top 3 travel to ICDC (Anaheim, CA)	April 17-20, 2027



ADOBE FOOD TRUCK CHALLENGE

SUBMISSION EVALUATION FORM

Name of School: _____ City: _____ State: _____

Team Member Names: _____

When completing the challenge, to what degree did the participant team...		Novice	Proficient	Advanced	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Demonstrate the nature of corporate branding and product/service branding.	0-1-2-3	4-5-6	7-8-9	10	
2.	Select target market and conduct market analysis (market size, area, potential, etc.).	0-1-2-3	4-5-6	7-8-9	10	
3.	Demonstrate the role of promotion as a marketing function.	0-1-2-3	4-5-6	7-8-9	10	
4.	Plan product mix.	0-1-2-3	4-5-6	7-8-9	10	
5.	Demonstrate the nature and scope of the pricing function.	0-1-2-3	4-5-6	7-8-9	10	
6.	Demonstrate the use of social media for digital marketing and a marketing plan.	0-1-2-3	4-5-6	7-8-9	10	
7.	Demonstrate the use of design principles – consider creativity, topography, color harmonies and the use of graphics.	0-1-2-3	4-5-6	7-8-9	10	
8.	Use professional layout, neatness, proper grammar, spelling and word choice.	0-1-2-3	4-5-6	7-8-9	10	
VIDEO PRESENTATION						
9.	Clearly articulate how Adobe Express was used in the video.	0-1	2-3	4	5	
10.	Delivers the core message in a clear, organized, and easy-to-follow way.	0-1	2-3	4	5	
11.	Demonstrates original thinking and creativity.	0-1	2-3	4	5	
12.	Overall impression of the video.	0-1	2-3	4	5	
TOTAL SCORE (100 points)						