



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Communications

**INSTRUCTIONAL AREA**

Product/Service Management

**MARKETING COMMUNICATIONS SERIES EVENT**

**PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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 21<sup>st</sup> 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.

**21<sup>st</sup> CENTURY SKILLS**

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- 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**

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- Explain the nature of corporate branding.
- Describe factors used by businesses to position corporate brands.
- Identify opportunities in the social-media space.
- Generate marketing communications ideas.
- Discuss motivational theories that impact buying behavior.

## EVENT SITUATION

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You are to assume the role of the marketing communications specialist for RIDE, an exercise equipment and media company. The director of marketing (judge) wants you to determine how to communicate new services that will hopefully rebrand the company.

RIDE sells stationary bicycles and treadmills direct-to-consumer. The products are equipped with internet connected touchscreens that stream live and on-demand classes through a subscription service. The products are quite expensive and the subscription services for classes are \$24/month.

In 2019, RIDE featured a campaign that unfortunately drew backlash. The campaign focused on the exclusivity of the brand rather than the health benefits. During the pandemic, due to many people feeling uneasy about going to the gym, people overlooked the poor marketing and purchased RIDE products for at-home workouts. The company was one of the few that did extremely well during that time due to the circumstances.

In the years since the pandemic, sales have been extremely sluggish. People still see RIDE as an exercise company for the wealthy. In an attempt to change attitudes, RIDE has made the following changes:

- Less expensive subscription services that offer less content starting at \$10.99/month
- Buy Now Pay Later for equipment
- Aerobic exercises and strength training workouts on the RIDE app at no cost
- Nutrition information, recipes and cooking demonstrations on the app at no cost

The director of marketing (judge) wants you to determine how to best communicate these new services. The director of marketing (judge) wants your ideas to persuade people to view RIDE as a health company for everyone, not an exercise company for the wealthy.

You will present your ideas to the director of marketing (judge) in a role-play to take place in the director of marketing's (judge's) office. The director of marketing (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 director of marketing's (judge's) questions, the director of marketing (judge) will conclude the role-play by thanking you for your work.

## JUDGE INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE ROLE

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In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21<sup>st</sup> 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

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You are to assume the role of the director of marketing for RIDE, an exercise equipment and media company. You want the marketing communications specialist (participant) to determine how to communicate new services that will hopefully rebrand the company.

RIDE sells stationary bicycles and treadmills direct-to-consumer. The products are equipped with internet connected touchscreens that stream live and on-demand classes through a subscription service. The products are quite expensive and the subscription services for classes are \$24/month.

In 2019, RIDE featured a campaign that unfortunately drew backlash. The campaign focused on the exclusivity of the brand rather than the health benefits. During the pandemic, due to many people feeling uneasy about going to the gym, people overlooked the poor marketing and purchased RIDE products for at-home workouts. The company was one of the few that did extremely well during that time due to the circumstances.

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- Buy Now Pay Later for equipment
- Aerobic exercises and strength training workouts on the RIDE app at no cost
- Nutrition information, recipes and cooking demonstrations on the app at no cost

You want the marketing communications specialist (participant) to determine how to best communicate these new services. You want the marketing communications specialist's

(participant's) ideas to persuade people to view RIDE as a health company for everyone, not an exercise company for the wealthy.

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. Since we were popular during the pandemic, do you think we should mention that success in this new promotion? Why or why not?
2. How can we make money if we are offering some services for free?

Once the marketing communications specialist (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the marketing communications specialist (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

## **EVALUATION INSTRUCTIONS**

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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.

| <b>Level of Evaluation</b> | <b>Interpretation Level</b>   |
|----------------------------|---|
| 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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.                               |



**MARKETING COMMUNICATIONS SERIES  
2024**

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT 2

Participant: \_\_\_\_\_

**INSTRUCTIONAL AREA:**  
Product/Service Management

ID Number: \_\_\_\_\_

| Did the participant:                  |   | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|---------------------------------------|---|-----------------|--------------------|--------------------|----------------------|--------------|
| <b>PERFORMANCE INDICATORS</b>         |   |                 |                    |                    |                      |              |
| 1.                                    | Explain the nature of corporate branding?                         | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 2.                                    | Describe factors used by businesses to position corporate brands? | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 3.                                    | Identify opportunities in the social-media space?                 | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 4.                                    | Generate marketing communications ideas?                          | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 5.                                    | Discuss motivational theories that impact buying behavior?        | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| <b>21<sup>st</sup> CENTURY SKILLS</b> |   |                 |                    |                    |                      |              |
| 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                  |              |
| <b>TOTAL SCORE</b>                    |   |                 |                    |                    |                      |              |