



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Product/Service Management

SPORTS AND ENTERTAINMENT MARKETING 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

- Generate product ideas.
- Develop positioning concept for a new product idea.
- Explain the nature of product/service branding.
- Describe factors used by marketers to position products/services.
- Explain the nature of channels of distribution.

EVENT SITUATION

You are to assume the role of the branding manager for HOOMOO, a streaming media subscription service. The marketing director (judge) wants you to generate product ideas for specialty branding.

HOOMOO has over 50 million users and airs both original content and content produced by various partners and providers. HOOMOO showcases series, movies, documentaries, comedy specials, and special events. HOOMOO LIVE includes live streams of the five major broadcast television networks. HOOMOO has five major competitors in streaming services.

The top subscription streaming service, COOL FLIX, has four times the number of users and triple the content as HOOMOO. This past winter, COOL FLIX engaged in food branding and partnered with a major big-box retailer to create COOL FLIX branded popcorn. *Cool Flix Popcorn* is exclusively available at the retailer and is priced at \$5 for a 16-ounce bag. In 2021, a national movie theater chain introduced a branded microwave popcorn that is still sold at retail stores. Both COOL FLIX and the movie theater chain used popcorn since movies and popcorn go hand-in-hand.

The marketing director (judge) wants HOOMOO to also engage in product branding but thinks that popcorn is too overdone. The marketing director (judge) wants you to generate a product idea that HOOMOO can brand. The marketing director (judge) wants you to include positioning concept, branding strategies and sales channels.

You will present your ideas to the marketing director (judge) in a role-play to take place in the marketing director's (judge's) office. The marketing director (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the marketing director's (judge's) questions, the marketing director (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 marketing director for HOOMOO, a streaming media subscription service. You want the branding manager (participant) to generate product ideas for specialty branding.

HOOMOO has over 50 million users and airs both original content and content produced by various partners and providers. HOOMOO showcases series, movies, documentaries, comedy specials, and special events. HOOMOO LIVE includes live streams of the five major broadcast television networks. HOOMOO has five major competitors in streaming services.

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You want HOOMOO to also engage in product branding but think that popcorn is too overdone. You want the branding manager (participant) to generate a product idea that HOOMOO can brand. You want the branding manager (participant) to include positioning concept, branding strategies and sales channels.

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. How do we best market the product?
2. If we work with an exclusive retailer, should we promote them on HOOMOO?

Once the branding manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the branding manager (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.



**SPORTS AND ENTERTAINMENT MARKETING SERIES
2025**

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
PERFORMANCE INDICATORS						
1.	Generate product ideas?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Develop positioning concept for a new product idea?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the nature of product/service branding?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Describe factors used by marketers to position products/services?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the nature of channels of distribution?	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						