



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Communications

**INSTRUCTIONAL AREA**

Market Planning

**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 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**

- 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**

1. Explain the nature of marketing plans.
2. Explain the concept of marketing strategies.
3. Explain the concept of market and market identification.
4. Explain the nature of product/service branding.
5. Collaborate in the design of slogans/taglines.

## EVENT SITUATION

You are to assume the role of the director of marketing for EVEXIA, a company that produces many different flavors and varieties of Greek yogurt. The senior vice president of EVEXIA (judge) has asked you to develop marketing strategies for a new variety of yogurt.

EVEXIA began marketing Greek yogurt in 2005. Since that time, it has grown into a billion dollar a year company. EVEXIA had the advantage of being the first Greek yogurt in the American market, introducing consumers to the thicker product with higher protein contents than regular yogurt. EVEXIA is now the number one selling yogurt brand in the nation.

Part of the market entry marketing communications strategy was for EVEXIA to claim in advertisements that regular yogurt was boring. The tagline, “Forget Boring,” was part of EVEXIA’S print, television, radio and social media advertising campaigns. The tagline instructed consumers to forget about boring regular yogurt and instead consume EVEXIA’S *Greek Yogurt*. The campaign also touted regular yogurt as overly sweet and full of artificial ingredients.

It has not been a profitable year for Greek yogurt across the industry. Sales of Greek yogurt have declined 4.6% last year, which is more than the overall 2.8% decrease in all yogurt sales. The senior vice president of EVEXIA (judge) feels that the decline in Greek yogurt sales is due to the oversaturation of the market. Once EVEXIA *Greek Yogurt* became successful, many other brands developed their own Greek varieties.

In an attempt to fuel growth, EVEXIA will soon be introducing a new variety of yogurt: regular yogurt. EVEXIA built its brand on not being regular yogurt, but now will introduce a traditional variety. EVEXIA *Traditional* will debut in the spring and will feature four flavors: plain, vanilla, strawberry and blueberry. EVEXIA *Traditional* is not Greek yogurt and will have the same protein contents and consistency as other regular yogurts on the market.

The senior vice president (judge) has asked you to create a marketing plan for the new EVEXIA *Traditional* product. The senior vice president (judge) has asked you to develop a new tagline to be used in advertising and create marketing strategies that will entice customers to purchase the new product.

You will present your plan to the senior vice president (judge) in a role-play to take place in the vice president’s (judge’s) office. The senior vice president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your plan and have answered the senior vice president’s (judge’s) questions, the senior vice president (judge) will conclude the role-play by thanking you for your work.

## JUDGE'S INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

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

1. Procedures
2. 21<sup>st</sup> Century Skills and Performance Indicators
3. Event Situation
4. Judge Role-play Characterization  
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.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form  
Please use a critical and consistent eye in rating each participant.

### JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of senior vice president for EVEXIA, a company that produces many different flavors and varieties of Greek yogurt. You have asked the director of marketing (participant) to develop marketing strategies for a new variety of yogurt.

EVEXIA began marketing Greek yogurt in 2005. Since that time, it has grown into a billion dollar a year company. EVEXIA had the advantage of being the first Greek yogurt in the American market, introducing consumers to the thicker product with higher protein contents than regular yogurt. EVEXIA is now the number one selling yogurt brand in the nation.

Part of the market entry marketing communications strategy was for EVEXIA to claim in advertisements that regular yogurt was boring. The tagline, "Forget Boring," was part of EVEXIA'S print, television, radio and social media advertising campaigns. The tagline instructed consumers to forget about boring regular yogurt and instead consume EVEXIA'S *Greek Yogurt*. The campaign also touted regular yogurt as overly sweet and full of artificial ingredients.

It has not been a profitable year for Greek yogurt across the industry. Sales of Greek yogurt have declined 4.6% last year, which is more than the overall 2.8% decrease in all yogurt sales. You feel that the decline in Greek yogurt sales is due to the oversaturation of the market. Once EVEXIA *Greek Yogurt* became successful, many other brands developed their own Greek varieties.

In an attempt to fuel growth, EVEXIA will soon be introducing a new variety of yogurt: regular yogurt. EVEXIA built its brand on not being regular yogurt, but now will introduce a traditional variety. EVEXIA *Traditional* will debut in the spring and will feature four flavors: plain, vanilla, strawberry and blueberry. EVEXIA *Traditional* is not Greek yogurt and will have the same protein contents and consistency as other regular yogurts on the market.

You have asked the director of marketing (participant) to create a marketing plan for the new EVEXIA *Traditional* product. You have asked the director of marketing (participant) to develop a new tagline to be used in advertising and create marketing strategies that will entice customers to purchase the new product.

The participant will present the plan 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. Do you think we could suffer backlash because of our old “Forget Boring” tagline?
2. Do you think we should stick with four flavors or should we remove or add more flavors? Explain.

Once the director of marketing (participant) has presented the plan 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.

## JUDGE'S EVALUATION INSTRUCTIONS

### Evaluation Form Information

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 being 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 chairperson 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,  
2018**

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

I.D. Number: \_\_\_\_\_

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

**INSTRUCTIONAL AREA  
Market Planning**

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of marketing plans?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the concept of marketing strategies?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the concept of market and market identification?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the nature of product/service branding?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Collaborate in the design of slogans/taglines?	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>						