



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Product/Service Management

FOOD MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Explain the nature of product/service branding.
2. Describe factors used by marketers to position products/services.
3. Assess product-packaging requirements.
4. Explain customer/client/business buying behavior.
5. Discuss actions employees can take to achieve the company's desired results.



EVENT SITUATION

You are to assume the role of brand manager at BIG TIME FOODS, a regional chain of supermarkets. The vice president of merchandising (judge) has asked you to make recommendations in the creation of a new premium store brand.

BIG TIME FOODS, like all other grocery store chains, has a large selection of private label and national brand products on its shelves. With prices significantly lower than national brands, the private label brands saw a dramatic increase in sales during the recent recession. Shoppers that were once reluctant to even try private labels were filling their carts with them to save money. Now that the economic climate has turned around, industry leaders expected shoppers to switch back to national brands, but they have not.

Reports have shown that consumers are finding that private labels no longer mean lower quality. The private label products held up in taste tests, appearance and shelf life, giving shoppers no reason to switch back to national brands.

The vice president of merchandising at BIG TIME FOODS (judge) has decided to add a third tier of product brand to the stores' shelves. The vice president (judge) would like to introduce a premium brand of products to BIG TIME FOODS. The premium brand would still be a private label, but marketed as a step above the national brand. The premium brand would need a new name to disassociate itself from the private label.

The vice president (judge) feels this new premium brand would be extremely beneficial to BIG TIME FOODS. The new brand would have an exclusive appeal; consumers will feel it's a national brand but it will only be available at BIG TIME FOODS.

The vice president of merchandising (judge) has asked for your recommendations in the following:

- Name for the new premium brand
- Ideas for package design
- Three products to use in premium brand introduction
- Simple in-store marketing ideas

You will present your recommendations to the vice president of merchandising (judge) in a role-play to take place in the vice president's (judge's) office. The vice president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your recommendations and have answered the vice president's (judge's) questions, the 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. 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 vice president of merchandising at BIG TIME FOODS, a regional chain of supermarkets. You have asked the brand manager (participant) to make recommendations in the creation of a new premium store brand.

BIG TIME FOODS, like all other grocery store chains, has a large selection of private label and national brand products on its shelves. With prices significantly lower than national brands, the private label brands saw a dramatic increase in sales during the recent recession. Shoppers that were once reluctant to even try private labels were filling their carts with them to save money. Now that the economic climate has turned around, industry leaders expected shoppers to switch back to national brands, but they have not.

Reports have shown that consumers are finding that private labels no longer mean lower quality. The private label products held up in taste tests, appearance and shelf life, giving shoppers no reason to switch back to national brands.

You have decided to add a third tier of product brand to the stores' shelves. You would like to introduce a premium brand of products to BIG TIME FOODS. The premium brand would still be a private label, but marketed as a step above the national brand. The premium brand would need a new name to disassociate itself from the private label.

You feel this new premium brand would be extremely beneficial to BIG TIME FOODS. The new brand would have an exclusive appeal; consumers will feel it's a national brand but it will only be available at BIG TIME FOODS.

You have asked for the brand manager's (participant's) recommendations in the following:

- Name for the new premium brand
- Ideas for package design
- Three products to use in premium brand introduction
- Simple in-store marketing ideas

The brand manager (participant) will present recommendations to you in a role-play to take place in your office. You will begin the role-play by greeting the brand manager (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 should the premium brand be priced in relation to private label and national brand?
2. Will the new premium brand survive if another recession hits?

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

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.



FOOD MARKETING SERIES, 2015

Participant: _____

JUDGE'S EVALUATION FORM
SAMPLE SCENARIO 2015

I.D. Number: _____

INSTRUCTIONAL AREA
Product/Service Management

Did the participant:

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
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PERFORMANCE INDICATORS

PERFORMANCE INDICATORS		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
1.	Explain the nature of product/service branding?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Describe factors used by marketers to position products/services?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	Assess product-packaging requirements?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4.	Explain customer/client/business buying behavior?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Discuss actions employees can take to achieve the company's desired results?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
6.	Reason effectively, use systems thinking, make judgments and decisions, and solve problems?	0-1-2-3	4-5-6	7-8	9-10	
7.	Overall impression and responses to the judge's questions	0-1-2-3	4-5-6	7-8	9-10	
TOTAL SCORE						