



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Marketing/Promotion

FOOD MARKETING 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 factors that influence customer/client/business buying behavior
2. Discuss actions employees can take to achieve the company's desired results
3. Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.)
4. Identify the elements of the promotional mix
5. Explain the types of promotion

EVENT SITUATION

You are to assume the role as **MARKETING MANAGER** for **FRESH FOODS GROCERY STORES**. As the marketing manager for Fresh Foods, the owner (judge), Mr./Ms. Drake, has asked to meet with you in hopes of remaining competitive within the community.

Fresh Foods is a grocery store chain, and prides itself on having a servant leadership philosophy with a hometown grocery store feel. At Fresh Foods customers are treated as guests. With family at the core of the operation, Fresh Foods' goal is to give each and every guest the personal attention and support that his/her own family would give. Fresh Foods was established in the 1940s as a small neighborhood grocery store connected to the owner's home. Since then the store has grown and operates more than 20 full-service, state-of-the art supermarkets and employs more than 5,000 full and part-time associates.

In the fiercely competitive supermarket business, grocers are always looking for an edge over their rivals. Since Fresh Foods prides itself on being a state-of-the art, family-oriented grocery store chain, management has been testing free childcare services in one of its stores. The test market site has been the original Fresh Foods location that is often home to some of the latest supermarket trends.

Like many of the Fresh Food stores, the test site is centrally located within a growing community with a population of approximately 20,000. This particular community is made up of a combination of younger first-time homeowners with small children and single or married young adults (without children). The community has an average household income of at least \$45,000.

The Fresh Funhouse was developed for the convenience of Fresh Foods' guests who have young children and would like their children to have a fun and free supervised play option while shopping. The Fresh Funhouse is available on a first come, first served basis for children between 18 months and 7 years old. The Fresh Funhouse is open daily from 9 a.m. to 8 p.m. with the maximum time limit for children being one hour. The Fresh Funhouse requires each child to be registered and signed in by an adult, and the adult who signs the child in must sign the child out. Currently, the maximum capacity is 10 children. No food or drink is permitted in the Fresh Funhouse. There are cameras set up throughout the store streaming the children playing in the Fresh Funhouse.

Unfortunately, the free childcare services in the test site have been only marginally successful. The Fresh Foods childcare service has not seen many repeat guests. Guests of the Fresh Funhouse have mentioned that the registration process needs to be streamlined. Parents have also mentioned that while they've enjoyed having the live stream of the Fresh Funhouse available while they're shopping, the children in the Fresh Funhouse seem bored. The store has not seen a direct correlation between the Fresh Funhouse and increased sales at this point either.

Fresh Foods' owner (judge) is questioning whether the childcare services should be spread to the other stores since it has only been marginally successful. He/she (judge) is questioning whether the program is feasible since the store is currently staffing an unfilled room of children. Because of his/her indecisiveness, the owner (judge) has asked to meet with you to get your opinion about the Fresh Funhouse.

Ultimately, you believe that the program just needs to be fine-tuned and better communicated to Fresh Foods' guests since a large portion of the store's target market can use this service. As marketing manager, you understand that if the kids are happy and properly cared for, it's hoped that Mom or Dad will linger longer in the aisles and spend more money. Ultimately, you believe that if the children enjoy the Fresh Funhouse, the next time Mom ponders what supermarket to shop; the children will make the decision for her. You hope to communicate all of this to your boss (judge) during your meeting. Specifically, you will discuss:

- Your opinion regarding the Fresh Funhouse
- A new promotional mix to spread the word about the Fresh Funhouse
- When and if the Fresh Funhouse should be expanded to other Fresh Foods stores
- Actions employees can take to achieve the company's desired results

You will present your opinion and ideas to the chain's owner Mr./Ms. Drake (judge) in a meeting to take place in their office. The owner will begin the meeting by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the owner's questions, they will conclude the meeting 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 OWNER (judge) of FRESH FOODS GROCERY STORE, Mr./Ms. Drake. As owner, you have asked to meet with your marketing manager (participant) in hopes of remaining competitive within the stores' communities.

Fresh Foods is a grocery store chain, and prides itself on having a servant leadership philosophy with a hometown grocery store feel. At Fresh Foods, customers are treated as guests. With family at the core of the operation, Fresh Foods' goal is to give each and every guest the personal attention and support that his/her own family would give. Fresh Foods was established in the 1940s as a small neighborhood grocery store connected to the owner's home. Since then the store has grown and operates more than 20 full-service, state-of-the art supermarkets and employs more than 5,000 full and part-time associates.

In the fiercely competitive supermarket business, grocers are always looking for an edge over their rivals. Since Fresh Foods prides itself on being a state-of-the art, family-oriented grocery store chain, management has been testing free childcare services in one of its stores. The test market site has been the original Fresh Foods location that is often home to some of the latest supermarket trends.

Like many of the Fresh Food stores, the test site is centrally located within a growing community with a population of approximately 20,000. This particular community is made up of a combination of younger first-time homeowners with small children and single or married young adults (without children). The community has an average household income of at least \$45,000.

The Fresh Funhouse was developed for the convenience of Fresh Foods' guests who have young children and would like for their children to have a fun and free supervised play option while shopping. The Fresh Funhouse is available on a first come, first served basis for children between 18 months and 7 years old. The Fresh Funhouse is open daily from 9 a.m. to 8 p.m. with the maximum time limit for children being one hour. The Fresh Funhouse requires each child to be registered and signed in by an adult, and the adult who signs the child in must sign the child out. Currently, the maximum capacity is 10 children. No food or drink is permitted in the Fresh Funhouse. There are cameras set up throughout the store streaming the children playing in the Fresh Funhouse.

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As Fresh Foods' owner (judge), you are questioning whether the childcare services should be spread to the other stores since it has only been marginally successful. You have been questioning whether the program is feasible since the store is currently staffing an unfilled room of children. Because of your indecisiveness, you have asked to meet with your marketing manager (participant) to get your opinion about the Fresh Funhouse.

Ultimately, you know that your marketing manager (participant) believes that the program just needs to be fine-tuned and better communicated to Fresh Foods' guests since a large portion of the store's target market can use this service. Your marketing manager has shared that he/she believes that if the kids are happy and properly cared for, it's hoped that Mom or Dad will linger longer in the aisles and spend more money. The marketing manager believes that if the children enjoy the Fresh Funhouse, the next time Mom ponders what supermarket to shop; the children will make the decision for her. As a result, you have set up a meeting to discuss the future of the Fresh Funhouse with your marketing manager. Specifically, you will discuss:

- Your opinion regarding the Fresh Funhouse
- A new promotional mix to spread the word about the Fresh Funhouse
- When and if the Fresh Funhouse should be expanded to other Fresh Foods stores
- Actions employees can take to achieve the company's desired results

The marketing manager (participant) will present his/her ideas in a meeting to take place in your (judge's) office. You will begin the meeting by greeting the marketing manager and asking to hear his/her ideas.

Judge Questions/Possible Solutions

During the course of the meeting you are to ask the following questions of each participant:

1. What factors do you believe parents consider when choosing whether or not to utilize the Fresh Funhouse while shopping at Fresh Foods?
 - a. *Possible Solutions: safety, whether the child is entertained, length of the store visit, number of children in the Fresh Funhouse, etc.*
2. How will we know if the Fresh Funhouse is successful with these new changes?
 - a. *Possible Solutions: increased number of parents enrolling and utilizing the Fresh Funhouse, repeat use of Fresh Funhouse by current guests, increase in the length of parent's visits to Fresh Foods, increase in sales for parent guests, etc.*
3. If we agree to continue the childcare services at the test site with your new promotional campaign, and it is successful, how will we go about expanding this into our other stores?
 - a. *Possible Solutions: ensure that we have the facilities to expand into each store, send current Fresh Funhouse employees to train employees in the other stores, slowly spread to the others stores (i.e. add the Fresh Funhouse in one or two other stores before expanding to all Fresh Foods' stores).*

After the marketing manager has presented and has answered your questions, you will conclude the meeting by thanking them for their work.

You are not to make any other comments 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, 2017

Participant: _____

JUDGE'S EVALUATION FORM
DISTRICT EVENT

I.D. Number: _____

INSTRUCTIONAL AREA: MARKETING/PROMOTION

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain factors that influence customer/client/business buying behavior	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	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	
3.	Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.)	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify the elements of the promotional mix	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the types of promotion	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						