



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Promotion

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 role of business websites in digital marketing
2. Describe mobile marketing tactics
3. Identify strategies for attracting targeted audience to website
4. Create a press kit
5. Implement digital marketing campaign

EVENT SITUATION

You are to assume the role of DIGITAL MARKETING DIRECTOR for SPIRIT FOODS grocery stores. As the Digital Marketing Director for Spirit Foods, your team has diligently been working with the IT Department in preparation for the launch of the newly built website and mobile application for your chain of stores. The CEO of Spirit Foods (judge), Mr./Ms. Mason, has asked to meet with you in hopes of hearing your plan for launching the new website and mobile app.

Spirit Foods is a local supermarket chain that operates more than 20 full-service, state-of-the-art grocery stores. The company employs more than 7,000 full and part-time associates that take pride in bringing customers quality products and an exceptional shopping experience. Spirit Foods has made it a mission to strive to provide value and enrichment to the lives of customers and neighbors above and beyond just groceries. Spirit Foods takes customer service and feedback to heart in order to provide customers an excellent shopping experience.

As a result of this mentality, the company has received feedback from customers about the need for a new website and mobile app where customers can review local ads and coupons and have access to placing online bakery and deli orders. As Digital Marketing Director, you have been working closely with the IT Department to deliver such a website and mobile app. After countless hours of hard work and deliberation, the website and app are ready to be launched to the general public. Both the website and the mobile app include ads and coupons (that can be used digitally) and the ability to order from the customer's local deli and bakery. In addition, a "Mealtime Mentor" section provides nutritional information, access to recipes and food related blogs, and real time communication with a certified dietitian.

In the fiercely competitive supermarket business, grocers are always looking for an edge over their rivals. In order to maintain Spirit Foods' current market share within the industry, the launch of the new website and mobile application must be a smooth transition. As Digital Marketing Director for the company, it is your job to make this transition a success. Mr./Ms. Mason has asked to meet with you regarding your plan for implementation of the website and mobile app. Specifically, he/she has asked to discuss:

- Strategies for attracting the targeted audience to website
- Creating a press kit announcing the release of the new website and mobile app
- Your plan for implementing a digital marketing campaign to increase traffic to the website and mobile app

You will present your opinion and ideas to Mr./Ms. Mason in a meeting to take place in his/her office. The CEO will begin the meeting by greeting you and asking to hear your ideas. After you have presented your ideas and have answered any of the CEO's questions, Mr./Ms. Mason 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 MR./MS. MASON, CEO of SPIRIT FOODS grocery stores. Spirit Foods' Digital Marketing Director (student) and the IT Department have been diligently preparing for the launch of the newly built website and mobile application for your chain of stores. As CEO, you have asked to meet with your Digital Marketing Director (student) in hopes of hearing his/her plan for launching the new website and mobile app.

Spirit Foods is a local supermarket chain that operates more than 20 full-service, state-of-the art grocery stores. The company employs more than 7,000 full and part-time associates that take pride in bringing customers quality products and an exceptional shopping experience. Spirit Foods has made it a mission to strive to provide value and enrichment to the lives of customers and neighbors above and beyond just groceries. Spirit Foods takes customer service and feedback to heart in order to provide customers an excellent shopping experience.

As a result of this mentality, the company has received feedback from customers about the need for a new website and mobile app where customers can review local ads and coupons and have access to placing online bakery and deli orders. The Digital Marketing Director has been working closely with the IT Department to deliver such a website and mobile app. After countless hours of hard work and deliberation, the website and app are ready to be launched to the general public. Both the website and the mobile app include ads and coupons (that can be used digitally) and the ability to order from the customer's local deli and bakery. In addition, a "Mealtime Mentor"

section provides nutritional information, access to recipes and food related blogs, and real time communication with a certified dietitian.

In the fiercely competitive supermarket business, grocers are always looking for an edge over their rivals. In order to maintain Spirit Foods' current market share within the industry, the launch of the new website and mobile application must be a smooth transition. You have asked your Digital Marketing Director for the company to make this transition a success. As CEO (judge), you have asked to meet with your Digital Marketing Director (student) regarding his/her plan for implementation of the website and mobile app. Specifically, you have asked him/her to discuss:

- Strategies for attracting the targeted audience to website
- Creating a press kit announcing the release of the new website and mobile app
- His/her plan for implementing a digital marketing campaign to increase traffic to the website and mobile app

The Digital Marketing Director (student) will present his/her ideas in a meeting to take place in your office. You will begin the meeting by greeting the Digital Marketing Director and asking to hear his/her ideas. After the Digital Marketing Director has presented his/her ideas and has answered any of your questions, you will conclude the meeting by thanking him/her for his/her work.

During the course of the role-play you are to ask the following questions of each participant:

1. How do you feel the website and mobile app will impact our sales promotion techniques?
 - a. *Possible Solutions: Coupons, discounts, and weekly ads can be distributed online for customers to have access to at any point. As a result, once the website and app are fully implemented, and we see an increase in use of digital coupons for example, we may be able to scale back direct mailings and weekly ads in the newspapers. The website and app have the potential to decrease or shift marketing funds.*

Cashiers will also need to be trained and our POS systems will need to be updated in order to take digital coupons.
2. How do you see social media being used to attract customers to our website or enticing them to download the mobile app?
 - a. *Possible Solutions: Since the suggestion to develop a new website and app with feature such as online access to ordering and sales promotions came directly from our customers, we know that our customers must have an online presence. In most cases, we know that our target market embraces social media and online shopping. As a result, our launch should include a push to social media with links to the new website and to an app store where the free app can be downloaded. In addition, we can create an incentive plan for customers to share and like this information on social media with hopes of creating a viral marketing campaign.*

Once the participant has answered your questions, you will conclude the meeting by thanking the 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.

Performance Indicator Information

1. **Explain the role of business websites in digital marketing:** The student should explain how a business' website can be utilized to increase sales.
2. **Describe mobile marketing tactics:** The student should explain how apps are utilized by businesses to increase traffic to their websites and stores.
3. **Identify strategies for attracting targeted audience to website:** The student explained ways of getting the target market (customers) to a business' website. For example, maybe it is through QR Codes in the store linked to the mobile app or linked on various social media sites.
4. **Create a press kit:** The student should explain how he/she will release certain information to the media and how he/she will attempt to control the media coverage of a particular event.
5. **Implement digital marketing campaign:** The student will explain how devices such as cell phones, computers, tablets, etc. will be used to increase sales for a business. This may include the use of email, downloadable apps, and social media.



FOOD MARKETING SERIES, 2018

Participant: _____

JUDGE'S EVALUATION FORM DISTRICT EVENT

I.D. Number: _____

INSTRUCTIONAL AREA Promotion

Did the participant:

		Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS					
1.	Explain the role of business websites in digital marketing	10-11	12-13	14	
2.	Describe mobile marketing tactics	10-11	12-13	14	
3.	Identify strategies for attracting targeted audience to website	10-11	12-13	14	
4.	Create a press kit	10-11	12-13	14	
5.	Implement digital marketing campaign	10-11	12-13	14	
21st CENTURY SKILLS					
6.	Reason effectively and use systems thinking?	4	5	6	
7.	Make judgments and decisions, and solve problems?	4	5	6	
8.	Communicate clearly?	4	5	6	
9.	Show evidence of creativity?	4	5	6	
10.	Overall impression and responses to the judge's questions	4	5	6	
TOTAL SCORE					

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 70-89th 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 50-69th percentile of business personnel performing this performance indicator