



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant and Food and Beverage Service

INSTRUCTIONAL AREA
Promotion

QUICK SERVE RESTAURANT MANAGEMENT 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 promotion as a marketing function
2. Explain the nature of a promotional plan
3. Coordinate activities in the promotional mix
4. Explain types of advertising media
5. Identify communications channels used in sales promotion

EVENT SITUATION

You are to assume the role of **Regional Marketing Director** at **The Bread Box restaurant**. You are meeting with Mr. /Miss Pat Jones, the Vice President of Marketing (judge), to discuss your promotional plan for the launch of the restaurant's new mobile app.

The Bread Box is a national chain with over 1,700 stores in 36 states. The store is known for its bakery items, including: bagels, croissants, artisan breads, cookies, brownies, and cakes. The store also has a full breakfast and lunch menu which includes: hot sandwiches, paninis, flatbreads, pastas, homemade soup, and salads. The majority of the menu items are freshly prepared and have a minimal wait time of five minutes or less.

With the growing trend of mobile apps, The Bread Box company has created their own app which will allow customers to earn rewards, view the menu, make orders and pay all through their mobile device. The plan is to test the app in the Chicago, IL market and then to gradually roll out to all other locations nationwide. The app is highly functional and will use a GPS that will recognize when the customer is in the store, and a notification will appear to request an order. If customers choose to turn off notifications and GPS, they can simply sign into the app and select their store. This gives customers the added convenience of no longer having to wait in line to place an order and make a payment. After the order is received and payment is successfully processed, customers receive a pick-up number. There will still be employees at the front ready to take customer orders, but The Bread Box executives hope many customers will try this new option.

Pat Jones (judge) has asked you to be the leader in the development of the promotional plan for the launch of the mobile app in Chicago, IL. Not only is this an added convenience to the customer, but the company will be able to track and gain valuable marketing information about their customers which is why a successful campaign is critical. The Vice President of Marketing (judge) would like to hear your initial vision for the promotional plan, including advertising media and sales promotions to encourage customers to use the mobile app.

You will meet with the Mr./Miss Pat Jones, Vice President of Marketing (judge), in a role-play to take place in his/her office. He/she will begin by greeting you and asking to hear your promotional plan ideas. Specifically you should discuss the role of promotion as a marketing function, coordinating activities in the promotional mix, and explain types of advertising media. After you have shared your ideas and answered any questions, you will conclude the role-play.

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. /Miss Pat Jones the Vice President of Marketing at The Bread Box restaurant. You are meeting with the regional marketing director (student) to listen to his/her promotional plan for the launch of restaurant's new mobile app.

The Bread Box is a national chain with over 1700 stores in 36 states. The store is known for its bakery items including: bagels, croissants, artisan breads, cookies, brownies, and cakes. They also have a full breakfast and lunch menu which includes: hot sandwiches, paninis, flatbread, pastas, homemade soup, and salads. The majority of the menu items are freshly prepared and have a minimal wait of five minutes or less.

With the growing trend of mobile apps, The Bread Box company has created their own app which will allow customers to earn rewards, view the menu, and make orders and pay all through their mobile device. The plan is to test the app in the Chicago, IL market and then to gradually roll out to all other locations nationwide. The app is highly functional and will use a GPS that will recognize when the customer is in the store and a notification will appear to request an order. If customers choose to turn off notifications and GPS, they can simply sign into the app and select their store. This gives customers the added convenience of no longer having to wait in line to place an order and make a payment. After the order is received and payment is successfully processed, customers receive a pick-up number. There will still be employees at the

front ready to take customer orders, but The Bread Box executives hope many customers will try this new option.

You have asked the regional marketing director (student) to be the leader in the development of the promotional plan for the launch of the mobile app in Chicago, IL. Not only is this an added convenience to the customer, but the company will be able to track and gain valuable marketing information about their customers which is why a successful campaign is critical. You are eager to hear the regional marketing director's (student) initial vision for the promotional plan including advertising media and sales promotions to encourage customers to use the mobile app.

You will meet with the regional marketing director (student) in a role-play to take place in your office. You will begin by greeting him/her and asking to hear his/her promotional plan ideas.

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

1. What is the goal of your promotional plan?
 - a. *Possible Solutions: Answers will vary. The student could talk about creating an awareness of the app and educating consumers. They could also have specific goals such as the amount of downloads, total number of uses, and number of orders/customer.*
 - b. *Types of promotion/Promotional Mix/Plan*
 - i. *Advertising*
 - ii. *Personal Selling*
 - iii. *Sales Promotion (contests, rebates, sweepstakes, etc)*
 - iv. *Public Relations (Social Media-celebrity endorsers)*
 - v. *Direct Marketing*
2. How will you evaluate the effectiveness of your plan?
 - a. *Possible Solutions: Answers will vary. The student should relate the previous question regarding the goal with how they will evaluate if his/her plan is effective.*
3. After we are done testing the app in Chicago and we start to launch the app in other states, how will you make changes to the promotional plan?
 - a. *Possible Solutions: Answers will vary. While some components of the campaign will be similar, as they promote to different areas across the country they will need to adjust their promotions to meet the specific target markets in those regions.*

After the REGIONAL MARKETING DIRECTOR (student) has answered your (judge's) questions, he/she will conclude the role-play.

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.



**QUICK SERVE RESTAURANT MANAGEMENT
SERIES, 2016**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT**

INSTRUCTIONAL AREA: PROMOTION

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the role of promotion as a marketing function	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Explain the nature of a promotional plan	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	Coordinate activities in the promotional mix	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4.	Explain types of advertising media	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Identify communications channels used in sales promotion	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						