



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Product/Service Management

FOOD MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st 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 demonstrate the 21st Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st 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

- Explain the nature of product/service branding.
- Describe the role of customer voice in branding.
- Describe factors used by marketers to position products/services.
- Evaluate graphic design on packages.
- Discuss motivational theories that impact buying behavior.

EVENT SITUATION

You are to assume the role of the branding specialist for GO FOODS, a food and drink corporation. The director of brand management (judge) wants you to create new packaging for a food product.

GO FOODS has been producing varieties of canned soups for over 100 years. The canned soups come in ready-to-eat and in condensed varieties. GO FOODS has been a trusted brand for generations.

Due to the popularity of TikToks and Instagram Reels featuring easy and quick dinner ideas, sales of GO FOODS canned condensed soups have skyrocketed. The TikTok and Reels creators often use GO FOODS cream of mushroom, cream of celery or cream of chicken soups in the easy and quick dinner recipes.

GO FOODS has traditionally marketed their soup products as meals rather than as an ingredient. The director of brand management (judge) wants to capitalize on this trend by rebranding the condensed soup products to showcase their prominence as an ingredient in easy and quick dinners. The director (judge) wants you to create product packaging ideas as well as marketing ideas that showcase GO FOODS condensed soup products as ingredients in easy and quick dinners.

Current GO FOODS condensed soup packaging:



You will present your ideas to the director of brand management (judge) in a role-play to take place in the director's (judge's) office. The director of brand management (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the director of brand management's (judge's) questions, the director of brand management (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

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

1. Participant Instructions, 21st Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization
Allow the participants to present their ideas without interruption, unless you are asked to respond. 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.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of the director of brand management for GO FOODS, a food and drink corporation. You want the branding specialist (participant) to create new packaging for a food product.

GO FOODS has been producing varieties of canned soups for over 100 years. The canned soups come in ready-to-eat and in condensed varieties. GO FOODS has been a trusted brand for generations.

Due to the popularity of TikToks and Instagram Reels featuring easy and quick dinner ideas, sales of GO FOODS canned condensed soups have skyrocketed. The TikTok and Reels creators often use GO FOODS cream of mushroom, cream of celery or cream of chicken soups in the easy and quick dinner recipes.

GO FOODS has traditionally marketed their soup products as meals rather than as an ingredient. You want to capitalize on this trend by rebranding the condensed soup products to showcase their prominence as an ingredient in easy and quick dinners. You want the branding specialist (participant) to create product packaging ideas as well as marketing ideas that showcase GO FOODS condensed soup products as ingredients in easy and quick dinners.

Current GO FOODS condensed soup packaging:



The participant will present information 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 this trend will continue or is it just a fad?
2. How can our social media team promote the rebrand?

Once the branding specialist (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the branding specialist (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

EVALUATION INSTRUCTIONS

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 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 director 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 2025

JUDGE'S EVALUATION FORM DISTRICT EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Product/Service Management

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of product/service branding?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Describe the role of customer voice in branding?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Describe factors used by marketers to position products/services?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Evaluate graphic design on packages?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Discuss motivational theories that impact buying behavior?	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						