



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Merchandising

**INSTRUCTIONAL AREA**

Product/Service Management

**APPAREL AND ACCESSORIES MARKETING EVENT**

**PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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 21<sup>st</sup> 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.

**21<sup>st</sup> CENTURY SKILLS**

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- 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**

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- Identify components of a retail image.
- Explain the nature of corporate branding.
- Describe factors used by businesses to position corporate brands.
- Explain the nature and scope of channel management.
- Explain the concept of competition.

## **EVENT SITUATION**

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You are to assume the role of the brand manager for PIERCE, a new chain that provides ear, nose and lip piercings along with the needed jewelry. The vice president (judge) wants you to determine where PIERCE should locate new stores to help with branding.

BLAIR'S is a chain that sells a wide variety of accessories and jewelry targeted to tweens, especially tween girls. BLAIR'S stores are all located in shopping malls and feature a wide variety of products, plus ear piercing services. BLAIR'S merchandise is manufactured and priced for young shoppers.

To widen its customer base, BLAIR'S executives have plans to open a new chain of accessory services named PIERCE. PIERCE will target 18-34-year-olds and will provide customers with ear, nose and lip piercings. The shops will also have the studs and jewelry needed for the piercings; however, the products will be a secondary focus, with the emphasis on the piercing service.

It is important for BLAIR'S executives that PIERCE is seen as a completely different brand than BLAIR'S retail stores, so they do not want PIERCE to be located in shopping malls.

The vice president (judge) wants you to determine where PIERCE shops should be located, keeping in mind that piercing is typically a once or twice occasion and repeat business is not usual. The vice president (judge) wants your ideas on locations along with ideas on how to effectively position the PIERCE brand.

You will present your ideas to the vice president (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 ideas 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 INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE ROLE

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

1. Participant Instructions, 21<sup>st</sup> 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

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You are to assume the role of the vice president of PIERCE, a new chain that provides ear, nose and lip piercings along with the needed jewelry. You want the brand manager (participant) to determine where PIERCE should locate new stores to help with branding.

BLAIR'S is a chain that sells a wide variety of accessories and jewelry targeted to tweens, especially tween girls. BLAIR'S stores are all located in shopping malls and feature a wide variety of products, plus ear piercing services. BLAIR'S merchandise is manufactured and priced for young shoppers.

In an attempt to widen its customer base, BLAIR'S executives have plans to open a new chain of accessory services named PIERCE. PIERCE will target 18-34-year-olds and will provide customers with ear, nose and lip piercings. The shops will also have the studs and jewelry needed for the piercings; however, the products will be a secondary focus, with the emphasis on the piercing service.

It is important for BLAIR'S executives that PIERCE is seen as a completely different brand than BLAIR'S retail stores, so they do not want PIERCE to be located in shopping malls.

You want the brand manager (participant) to determine where PIERCE shops should be located, keeping in mind that piercing is typically a once or twice occasion and repeat business is not usual. You want the brand manager's (participant's) ideas on locations along with ideas on how to effectively position the PIERCE brand.

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. What is wrong with being associated with BLAIR'S?
2. What is the best way to promote PIERCE?

Once the brand manager (participant) has presented information 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.

## **EVALUATION INSTRUCTIONS**

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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.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



**APPAREL AND ACCESSORIES MARKETING SERIES  
2023**

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT 1

Participant: \_\_\_\_\_

**INSTRUCTIONAL AREA:**  
Product/Service Management

ID Number: \_\_\_\_\_

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Identify components of a retail image?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the nature of corporate branding?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Describe factors used by businesses to position corporate brands?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the nature and scope of channel management?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the concept of competition?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						