

**OCCUPATIONAL CATEGORY**

Retail Merchandising Series

**INSTRUCTIONAL AREA**

Promotion

**EVENT OVERVIEW**

The participant is to assume the role of manager for the lawn and garden supplies department of a local department store. The store manager (judge) has asked the participant to develop sales promotion strategies that will increase department sales during this year's Fathers Day sale. The promotion will run the Tuesday through Saturday before Father's Day. The store manager (judge) has asked to meet with the participant to discuss his/her ideas. The meeting will take place in the store manager's (judge's) office.

**COMPETENCIES EVALUATED**

1. Explain the nature of a promotional plan.
2. Explain the types of promotion.
3. Explain the concept of promotional mix.
4. Coordinate promotional activities.
5. Demonstrate appropriate creativity.

**EVENT SITUATION**

You are to assume the role of manager of the lawn and garden supplies department of a medium sized local department store. The store manager (judge) has assigned you the task of developing sales promotional strategies that will increase departmental sales for this Father's Day sale.

The following information has been given to you by the store manager (judge):

1. Sales promotion activities must be coordinated around the Father's Day theme.
2. Products selected for the promotion must come from the lawn and garden department, i.e. lawn mowers, trimmers, sprinklers, plants fertilizers, etc.
3. No products(s) new to the store are to be introduced during this promotion.
4. It is important to remember the cost of the promotional ideas before making any final decision, but you have not been given a budget at this time.
5. The promotion is to run the Tuesday through Saturday before Father's Day.
6. The target market that this particular department and your entire store focus on is:

Income: \$40,000 — 75,000 per year

Age: 30-55

Education: College degree

Gender: Male/Female

Occupation: Professional

Psychographics:

- Enjoys working outdoors
- Time is limited
- It is important to have the lawn appear clean and well kept

With this information in mind, you should prepare the sales promotional strategy for the lawn and garden supply department. Be sure an appropriate theme is developed and coordinated throughout the campaign. You will be able to take any materials that you prepare with you to use in your presentation to the store manager (judge).

Remember that the store manager (judge) is only concerned with the sales promotion element of the promotional mix. Sales promotion consists of marketing activities other than selling, advertising, and publicity/public relations. Sales promotional activities include:

1. point-of-purchase displays
2. contests
3. specialty items
4. discounts and giveaways
5. couponing
6. refunds and rebates
7. samples
8. premiums

You will meet with the store manager (judge) in his/her office to present your ideas. The store manager (judge) will begin the role-play by asking if you have prepared promotional activities for the lawn and garden department. The store manager (judge) will also end the role-play by thanking you for the effort you have put into the promotional plan.

## **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. Event Overview and Competencies evaluated
2. Participant instructions and Judge Role-play Characterization  
Participants may conduct a slightly different type of meeting and/or discussion with you; however, it is important that the information you provide and the questions you ask be uniform for every participant.
3. 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 store manager of a medium sized local department store. You have asked the lawn and garden supply manager (participant) to create a sales promotion for his/her lawn and garden supply department. The promotion is to increase departmental sales for this year's Father's Day sale. You have given the following information to the manager (participant):

1. Sales promotion activities must be coordinated around the Fathers Day theme.
2. Products for the promotion must come from the lawn and garden department, i.e. lawn mowers, trimmers, sprinklers, plants fertilizers, etc.
3. No products(s) new to the store are to be introduced during this promotion.
4. It is important to remember the cost of the promotional ideas before making any final decision, but you have not been given a budget at this time.
5. The promotion is to run the Tuesday through Saturday before Father's Day.
6. The target market that this particular department and your entire store focus on is:

Income: \$40,000 — 75,000 per year

Age: 30-55

Education: College degree

Gender: Male/Female

Occupation: Professional

Psychographics: • Enjoys working outdoors

• Time is limited

• It is important to have the lawn appear clean and well kept

### **JUDGE ROLE PLAY CHARACTERIZATION**

You are to act as though you had given this assignment and you are fully aware of the expectations. The two areas to

focus on axe (1) increased sales during the Father's Day sale and (2) development of a creative sales promotion strategy. In this event, you will evaluate the creative campaign presented by the manager (participant).

As store manager, you know the promotional mix consists of four (4) elements: advertising, personal selling, publicity / public relations and sales promotion. This specific event is looking at sales promotion, which is defined as any marketing activity that does not apply to the other three (3) elements of the promotional mix. Specific strategies that you could expect to see in the manager's (participants) campaign are as follows:

- Coupons
- Pencils/pens
- Rebates
- Demonstrations
- Incentives with store personnel and customers
- Buttons
- Shirts/coats
- Displays in the store
- Display cards

Please keep in mind that these are just ideas to help you know what may be presented. The ideas above are not the only correct response / ideas.

The meeting with the manager (participant) will take place in your office. You are to begin the role-play by asking the manager (participant) if he/she has prepared promotional activities for the lawn and garden department.

Questions that you are to ask each participant, if not covered in his/her presentation, are:

1. Why have you selected this campaign theme, and how to you plan to coordinate it with the Father's Day sale?

**Judge's Key:** *You are looking for the participant to select a theme that will tie in with Father's day. It isn't necessary to have Father's Day in the title of the theme; however, there is a good chance that many of the participants will do that. But the theme should involve Father's Day. You are also looking at the participant's ability to coordinate the theme and the strategies/activities they have decided to involve in the week's promotion. How the participant decides to coordinate the strategies/activities during the promotion and tie them into the theme during the week's activities is very important.*

2. Why have you selected the various components of this campaign?

**Judge's Key:** *You are looking for logical and rational reasons. For example, using couponing for research methods to determine the zip codes of those customers who took advantage of the special Fathers Day sale. Another could be an in-store contest among the sales personnel to get more customers signing up for in-store credit cards. You should not be looking for any particular answers, just be sure that the participant utilizes sales promotion strategies and not advertising, publicity, or personal sales. Pay close attention to the rationale the participant provides.*

3. How do these sales promotional components effectively reach the target market?

**Judge's Key:** *You want to be sure the participant has considered the given target market in his/her sales promotion. As the participant discusses the sales promotion strategies, does he/she explain how the strategies fit into the target market's style? Did the participant focus his/her sales promotional strategies toward the given target market or to just anyone who walked in to the store? For example, for an in-store contest for the customers, did the participant focus the strategies and the awards or winnings toward the lifestyle of the target market?*

The event will be concluded after you and the participant have covered the total campaign and the questions have been answered. You are to end the role-play by thanking the manager (participant) for the effort he/she put into the promotional plan.

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.

<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.

# JUDGE'S EVALUATION FORM

RMS

## DID THE PARTICIPANT:

### 1. Explain the nature of a promotional plan?

**POOR**

**0, 2**

Explanation of the promotional was weak and vague

**FAIR**

**4, 6, 8**

Adequately explanation of the promotional plan.

**GOOD**

**10, 12, 14**

Effective explanation of the promotional plan; provided a rationale.

**EXCELLENT**

**16, 18**

Highly effective explanation of the promotional plan.

### 2. Explain the types of promotion?

**POOR**

**0, 2**

Concept of sales promotion was vague and unclear.

**FAIR**

**4, 6, 8**

Adequately explained sales promotion.

**GOOD**

**10, 12, 14**

Effectively explained several types of sales promotion.

**EXCELLENT**

**16, 18**

Very effectively several types of sales promotion appropriate to this situation.

### 3. Explain the concept of promotional mix?

**POOR**

**0, 2**

Presented a promotional mix inappropriate to the situation.

**FAIR**

**4, 6, 8**

Presented an adequate promotional mix.

**GOOD**

**10, 12, 14**

Presented an effective and appropriate promotional mix.

**EXCELLENT**

**16, 18**

Presented a highly effective, appropriate and creative promotional mix.

### 4. Coordinate promotional activities?

**POOR**

**0, 2**

Coordination of the promotional activities was inadequate or ineffective.

**FAIR**

**4, 6, 8**

Adequate coordination of the promotional activities.

**GOOD**

**10, 12, 14**

Effectively coordinated the promotional activities.

**EXCELLENT**

**16, 18**

Very thorough and highly effective coordination; the activities were organized and set to a timeline.

### 5. Demonstrate appropriate activity?

**POOR**

**0, 2**

Little creativity was demonstrated or inappropriate to the situation.

**FAIR**

**4, 6, 8**

Adequate creativity was demonstrated in the promotional plan.

**GOOD**

**10, 12, 14**

Effectively demonstrated creativity appropriate to the promotional plan.

**EXCELLENT**

**16, 18**

Very effective, high degree of creativity was demonstrated completely appropriate to the situation.

### 6. Overall impression of the participant's skills and performance?

**POOR**

**0, 1**

Demonstrated few skills; could not answer the judge's questions.

**FAIR**

**2, 3, 4**

Demonstrated limited ability to link skills; answered the judge's questions adequately.

**GOOD**

**5, 6, 7**

Demonstrated the specified skills; answered the judge's questions effectively.

**EXCELLENT**

**8, 9, 10**

Demonstrated skills in a confident, articulate and integrated manner that meets the highest professional business standards

Judge's Initials \_\_\_\_\_

TOTAL SCORE \_\_\_\_\_

## **DID THE PARTICIPANT:**

### **1. Explain the nature of a promotional plan?**

- a) What is the purpose of the promotional plan?
- Increase awareness
  - Increase sales

### **2. Explain the types of (sales) promotion?**

- a) Did the student only use sales promotion techniques?
- Samples
  - Refunds/Rebates
  - Point of Sale Purchase Displays, Demonstrations
  - Contests
  - Incentives with store personnel or customers
  - Specialty Items — buttons, shirts, pens, pencils, etc
  - Premiums
  - Coupons
  - Discounts / Giveaways
- b) Did the Student avoid the use of advertising, personal selling, and publicity! public relations techniques?

### **3. Explain the concept of the promotional mix?**

- Advertising
- Personal Selling
- Publicity/Public Relations
- Sales Promotions

### **4. Coordinate promotional activities?**

- a) Were resources identified and used appropriately?
- Costs
  - Human Resources (Employees)
- b) Did the student use appropriate time lines?
- c) Was the target market considered?
- d) Were appropriate products selected?

### **5. Demonstrate appropriate creativity?**

- a) Was there a variety of ideas?
- b) Were the ideas unique?

### **6. Overall impression of the participant's skills and performance?**

(Communication, Thinking/Inquiry)

- Vocabulary and grammar?
- Eye contact / Body Language! Handshake?
- Ability to link ideas?

**What score would YOU have given out of 100!??!**

Please refer to the evaluation rubric on page 5.