



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Promotion

APPAREL AND ACCESSORIES 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 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

1. Identify components of a retail image.
2. Explain the nature of effective communications.
3. Identify the elements of the promotional mix.
4. Describe word-of-mouth channels used to communicate with targeted audience.
5. Explain types of advertising media.

EVENT SITUATION

You are to assume the role of promotional director for DRESSED, a national apparel and accessories retailer. The global brand president (judge) wants you to create a promotional plan that will best publicize and communicate an unusual new endeavor for the company.

DRESSED markets branded casual wear, undergarments, outerwear and accessories to both male and female college students in its 900 stores across the nation. DRESSED also sells merchandise on its website. The majority of DRESSED locations are in suburban shopping malls, although many large metropolitan areas have stand alone stores in downtown shopping districts.

In an attempt to entice shoppers to spend more time at DRESSED stores, executives have decided to open smaller stores, named RE-DRESSED, in busy college neighborhoods in New York City, Los Angeles, Houston and Chicago. The RE-DRESSED stores will feature only one product, DRESSED branded denim jeans, but will offer additional services. Along with an assortment of denim jeans and fitting rooms, RE-DRESSED stores will offer study spaces and a small laundromat for patrons.

While the combination of a DRESSED branded store with study spaces and a laundromat is extremely unusual, executives feel it is exactly the type of combination that will drive foot traffic among young shoppers. Executives feel that providing the unique services will allow young shoppers to spend more time at the RE-DRESSED location and provide a feeling of goodwill toward the DRESSED brand. Executives hope shoppers feel RE-DRESSED is innovative and exciting.

The global brand president of DRESSED (judge) wants you to create a promotional plan that will best publicize and communicate RE-DRESSED as something new and different. The global brand president (judge) wants your promotional plan to include effective communication for for all promotional channels.

You will present the promotional plan to the global brand president (judge) in a role-play to take place in the global brand president's (judge's) office. The global brand president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented the plan and have answered the global brand president's (judge's) questions, the global brand president (judge) will conclude the role-play 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. 21st Century Skills and 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 global brand president for DRESSED, a national apparel and accessories retailer. You want the promotional director (participant) to create a promotional plan that will best publicize and communicate an unusual new endeavor for the company.

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toward the DRESSED brand. Executives hope shoppers feel RE-DRESSED is innovative and exciting.

You want the promotional director (participant) to create a promotional plan that will best publicize and communicate RE-DRESSED as something new and different. You want the promotional plan to include effective communication for for all promotional channels.

The participant will present the plan 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. Will RE-DRESSED employees need different training than DRESSED employees?
2. Are denim jeans the best choice for the one type of merchandise to carry? If not, what would be a suitable alternative?
3. What is the best method to determine if RE-DRESSED stores are successful?

Once the promotional director (participant) has presented the plan and has answered your questions, you will conclude the role-play by thanking the promotional director (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.

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.



APPAREL AND ACCESSORIES MARKETING SERIES, 2018

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM

INSTRUCTIONAL AREA

Promotion

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
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 effective communications?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Identify the elements of the promotional mix?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Describe word-of-mouth channels used to communicate with targeted audience?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain types of advertising media?	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						