PROMOTIONAL MARKETING

OVERVIEW

Applying leadershup and 21st century skills, participants create a marketing portfolio observing the theme and required elements, which will be electronically submitted pre-conference. The theme will be posted on the TSA website under *Themes & Problems*. Semifinalists design a solution to an on-site challenge.

ELIGIBILITY

One (1) individual per chapter may participate.

TIME LIMITS

PRE-CONFERENCE

A. All components of the chapter's entry (marketing portfolio PDF and digital signage URL) must be finished, submitted, and accessible via the Internet by 11:59 p.m. ET on a designated date in mid-May.

B. Entries received, or changes made to submitted entries after this deadline will not be judged.

SEMIFINAL ROUND

A. Fifteen (15) minutes is allowed to set up.

B. One (1) hour is allotted to complete, save, and submit the on-site challenge.

ATTIRE

TSA competition attire is required.

PROCEDURE

PRE-CONFERENCE

A. Participants access the annual theme and on the TSA website under *Themes & Problems*.

B. Participants concentrate their efforts in creating a three (3)-part marketing portfolio containing:

1. A printable advertisement

2. A wearable design

3. Digital signage

C. Participants submit the printable advertisement and wearable design electronically as multi-page PDF documents separated into the following categories:

1. The printable advertisement and supporting documentation for the design

2. Wearable design and supporting documentation for the design

D. Participants submit the digital signage part of the marketing portfolio via a URL link.

E. All components of the chapter's entry (marketing portfolio PDF and digital signage URL) must be finished, submitted, and accessible via the Internet by 11:59 p.m. ET on a designated date in mid-May.

F. Submission information will be provided on the TSA website under *Competition Updates*.

PRELIMINARY ROUND

A. A list of twelve (12) semifinalists (in random order) is posted on the first full day of conference.

SEMIFINAL ROUND

A. Semifinalists report at the time and place stated in the conference program with a laptop computer.

B. Semifinalists are responsible for bringing their own USB flash drive.

C. Semifinalists complete the on-site layout and design challenge within the one (1)-hour time limit.

D. Once semi-finalists complete their solution to the the design challenge, they will save their final entry to the the USB flash drive as a multimedia presentation or PDF format. The participant will then alert the coordinator and wait for judges to evaluate their final product on the participant's computer screen.

E. Judges independently assess the entries. Once judges are finished with their evaluation, the participant must submit the USB to the coordinator and may leave and take their computer out of the room.

F. Ten (10) finalists are announced during the conference awards ceremony.

REGULATIONS AND REQUIREMENTS

Students will work to develop their leadership and 21st century skills in the process of preparing for and participating in this TSA competitive event. The development and application of those skills must be evident in their submission, demonstration, and/or communication pertaining to the entry.

PRE-CONFERENCE

A. The required elements are posted on the TSA website under *Themes & Problems*.

B. Use of the TSA logo is permitted as long as it adheres to the current TSA Branding Guide.

C. Pre-conference, participants design the following three (3) components as part of the marketing portfolio based on the theme and requirements posted on the TSA website under *Themes & Problems*:

1. Printable signage must be viewable and saved as a PDF.

2. Participants design a wearable design. This design must be viewable and saved as a PDF.

3. Participants create digital signage using presentation software. This multimedia signage would be scrolling throughout an event.

   a. A URL link must be provided for submission, which points directly to the team's entry.

D. Additional information about design work needs to be a typed PDF file submitted with the corresponding design PDF file (pages as needed), and include the following:

1. Notation of all ideas, fonts, and images that are completely original.

2. Citation of all ideas, fonts, and images from sources other than the designer, and/or that are copyrighted (most fonts and images found on the web are copyrighted material unless purchased or offered as free-domain).

3. Notation of the type of software program(s) used for designs and layout.

E. Copyright information

1. Student Copyright Checklist (see Forms Appendix); one (1) page.

2. Photo/Film/Video Consent and Release Forms. If the entry contains images of people (minors require parental consent), proof of consent must be included for each person (see Forms Appendix); pages as needed

F. The solution must be the combination of each of the items as one (1) PDF (the URL of the digital signage will be submitted separate from the PDF). Combine the printable signage, wearable design, additional information about design work, the Student Copyright Checklist, and any necessary Photo/ Film/Video Consent and Release forms into a single PDF with the file name "Marketing Portfolio" and the individual student ID number.

G. The URL submission of the digital signage must point directly to the individual's entry. Entries that require a request for access be granted will not be judged.

H. All components of the chapter's entry (marketing portfolio PDF and digital signage URL) must be finished, submitted, and accessible via the Internet by 11:59 p.m. ET on a designated date in mid-May.

SEMIFINAL ROUND

A. Semifinalists report at the time and location provided in the conference program to complete the on-site layout and design challenge with-in the one (1) hour time limit.

B. Participants are required to bring:

1. One (1) laptop. Laptop must be fully charged with enough battery for the duration of the semifinal round.

2. One (1) computer mouse (if desired).

3. Pencils and/or Pens.

4. Notebook paper or copier paper.

5. Portable power bank (if desired).

C. Participants do NOT have access to electrical power/outlets during the event.

D. Clip art may be used for the on-site challenge, but the use of a template is not permitted. Students are responsible for providing their own graphic library.

E. The on-site work must be an original creation.

F. Internet access is permitted, but it will not be provided by TSA. TSA cannot guarantee the availability of cellular and/or Wi-Fi signals in the competition room.

G. Students save the design solution for the on-site problem as a multimedia presentation or PDF on the USB for submission.

H. Judges will evaluate the solution to the design challenge on the screen of the participant.

I. Participants may leave the room only with permission from the event coordinator.

EVALUATION

A. The marketing portfolio

B. The design challenge

Refer to the official rating form for more information.

STEM INTEGRATION

This event has connections to the STEM areas of Science, Technology, Engineering, and Mathematics.

LEADERSHIP AND 21ST CENTURY SKILLS DEVELOPMENT

This event provides opportunity for students to build and develop leadership and 21st century skills including but not limited to:

- Communication
- Collaboration/Social Skills
- Initiative
- Problem Solving/Risk Taking
- Critical Thinking
- Perseverance/Grit
- Creativity
- Relationship Building/Teamwork
- Dependability/Integrity
- Flexibility/Adaptability

CAREERS RELATED TO THIS EVENT

This competition has connections to one (1) or more of the careers below:

- Ad copy writer
- Telecommunications manager
- Internal communications manager
- Volunteer manager
- Public affairs specialist

PROMOTIONAL MARKETING

2024 & 2025 OFFICIAL RATING FORM

MIDDLE SCHOOL

Judges: Using minimal (1-4 points), adequate (5-8 points), or exemplary (9-10 points) performance levels as a guideline in the rating form, record the scores earned for the event criteria in the column spaces to the right. The X1 or X2 notation in the criteria column is a multiplier factor for determining the points earned. (Example: an "adequate" score of 7 for an X1 criterion = 7 points; an "adequate" score of 7 for an X2 criterion = 14 points.) A score of zero (0) is acceptable if the minimal performance for any criterion is not met.

Go/No Go Specifications

- Before judging the entry, ensure that the items below are present; indicate presence with a check mark in the box.
- If an item is missing, leave the box next to the item blank and place a check mark in the box labeled ENTRY NOT EVALUATED.
- If a check mark is placed in the ENTRY NOT EVALUATED box, the entry is not to be judged.

- ☐ The PDF of the Marketing Portfolio was submitted
- ☐ The URL of the Digital Signage was submitted
- ☐ ENTRY NOT EVALUATED

Record scores in the column spaces below.

PRINT DESIGN (50 points)

CRITERIA	Minimal performance	Adequate performance	Exemplary performance	
	1-4 points	5-8 points	9-10 points	
Layout and Design (X1)	Layout/design does not resemble a promotional printed design, is not the correct size, and/or it is missing essential elements.	Most elements of design are followed; the design is the correct size, and few mistakes are made in the layout.	Printed design encompasses all standardized layout practices, and creativity is at the forefront of the design.	
Content (X1)	Printed design is missing three (3) or more of the following elements: Conference city/state and year, TSA logo, time, place, date and cost of the event.	Printed design is missing one to two (1-2) elements listed in the minimal criteria.	All elements are included in the printed design.	
Effectiveness (X1)	Printed design does not convey intended message, and/or it contains unrelated text/graphics.	Printed design generally conveys the intended message, and contains topic-related text/graphics.	Printed design message is easily understood and interpreted, with exceptional use of related graphics and text.	
Incorporation of Graphic Design Principles (X2)	Design principles (alignment, consistency, contrast, unity, white space) are not incorporated adequately into the printed design, and/or they are considered as an afterthought.	Printed design exhibits incorporation of most design principles (alignment, consistency, contrast, unity, white space), and the overall layout is aesthetically pleasing.	Printed design is aesthetically pleasing, and all design principles are well incorporated into the design and layout.	
PRINT DESIGN SUBTOTAL (50 points)				

WEARABLE DESIGN (50 points)

CRITERIA	Minimal performance	Adequate performance	Exemplary performance	Record scores in the column spaces below.
	1-4 points	5-8 points	9-10 points	
First Impression (X1)	The design is sloppy, and/or it is difficult to see; there is poor choice of colors; the artwork is not suited for a wearable item, and/or it leaves an unfavorable impression.	The design has good points, but some details may detract from the overall quality.	The design is eye catching; attention to detail is obvious.	
Dominance (X1)	Eyes are drawn away from what should have been the focal point by some other component of the graphic.	A general attempt is made to use a graphic component that draws attention to the design's main idea.	The design's main components draw eyes to the appropriate location and/or focal point of the graphic.	
Use of Fonts/Words in Design (X1)	Fonts/words are not readable; location or size are not appropriate for the design.	Fonts/words are mostly appropriate, but there is room for improvement.	Fonts/words, their size, and their location are clearly appropriate for the design.	
Incorporation of Graphic Design Principles (X2)	Design principles (alignment, consistency, contrast, unity, white space), are not incorporated adequately into the graphic, and/or they are considered as an afterthought.	Graphic incorporates most design principles (alignment, consistency, contrast, unity, white space), and the overall layout is somewhat aesthetically pleasing.	Graphic is aesthetically pleasing, and all design principles are well incorporated into the design and layout.	
WEARABLE DESIGN SUBTOTAL (50 points)				

DIGITAL SIGNAGE (50 points)

CRITERIA	Minimal performance	Adequate performance	Exemplary performance	Record scores in the column spaces below.
	1-4 points	5-8 points	9-10 points	
Layout and Design (X1)	Signage lacks the use of design principles (alignment, consistency, contrast, unity, white space, color scheme) and presentation formatting (animations, transitions, and timings).	Signage contains some design principles and presentation formatting.	Excellent use of formatting to develop the design and layout of the presentation is evident.	
Audience (X1)	Audience is not considered in the development of the signage; inadequate language is used.	Tone and language are of average quality for the audience.	The signage is written specifically for an audience, with professional tone and language.	
Sentence Structure (X1)	Simple sentence structure is used throughout the signage, and there are multiple grammatical errors.	Writing is generally engaging and informative; only a few grammatical errors are evident.	Signage is well-written with little to no grammatical errors evident.	
Content (X1)	Signage is missing three or more of the required elements.	Signage is missing one or two of the required elements.	All elements are included in the signage.	
Effectiveness (X1)	Signage does not convey intended message appropriately, and/or it contains unrelated text/graphics.	Signage conveys overall intended message, but it contains some inadequate and/or unrelated text/graphics.	The message of the signage is easily understood and interpreted, with exceptional use of related text/graphics.	
DIGITAL SIGNAGE SUBTOTAL (50 points)				

Rules violations (a deduction of 20% of the total possible points for the above sections) must be initialed by the judge, coordinator, and manager of the event. Record the deduction in the space to the right. Indicate the rule violated: _____	

		PRELIMINARY SUBTOTAL (150 points)	

Record scores in the column spaces below.

SEMIFINAL CHALLENGE (50 points)

CRITERIA	Minimal performance	Adequate performance	Exemplary performance	
	1-4 points	5-8 points	9-10 points	
Layout and Design (X1)	Layout/design does not incorporate or consider three (3) or more of the following design principles: alignment, consistency, contrast, unity, white space.	Layout/design includes most design principles; overall layout is somewhat aesthetically pleasing.	Aesthetically pleasing design is evident, and all design principles are incorporated into the design and layout.	
Solution to Project (X2)	Project is missing three (3) or more attributes of the solution's criteria.	Most attributes of the solution's criteria are included.	All attributes of the solution's criteria are included.	
Effectiveness (X1)	Project does not convey intended message appropriately, and/or it contains unrelated text/graphics.	Project delivers the overall intended message, and it contains basic graphics.	Project message is easily understood and interpreted, with exceptional use of related graphics and text.	
Originality (X1)	Project does not incorporate or consider four (4) or more of the following principles of creativity: freshness, idea cultivation, realness, bravery, momentum, visual signaling; leadership and/or 21st century skills are not evident.	Project incorporates most creative principles, and results in an adequate/average presentation; leadership and/or 21st century skills are somewhat evident.	Project is a truly unique presentation; it includes most of the applicable principles of creativity; leadership and/or 21st century skills are clearly evident.	
		SEMIFINAL CHALLENGE SUBTOTAL (50 points)		

Rules violations (a deduction of 20% of the total possible points for the above sections) must be initialed by the judge, coordinator, and manager of the event. Record the deduction in the space to the right.

Indicate the rule violated: _____

		SEMIFINAL SUBTOTAL (50 points)	

To arrive at the TOTAL score, add any subtotals and subtract rules violation points, as necessary.	**TOTAL (200 points)**	

Comments:

_____

I certify these results to be true and accurate to the best of my knowledge.

JUDGE

Printed name: _____   Signature: _____

PROMOTIONAL MARKETING
EVENT COORDINATOR INSTRUCTIONS

PERSONNEL

A. Event coordinator

B. Judges:

1. Preliminary round, two (2) or more

2. Semifinal round, two (2) or more

MATERIALS

A. Coordinator's packet, containing:

1. Event guidelines, one (1) copy for the coordinator and for each judge

2. TSA Event Coordinator Report

3. List of judges/assistants

4. Stick-on labels for identifying entries

5. On-site problem for semifinalists, twelve (12) copies

6. Results envelope with coordinator forms

B. Tables, one (1) per participant

C. Chairs, one (1) per participant

RESPONSIBILITIES

PRE-CONFERENCE

A. National TSA will collect entries until 11:59 p.m. ET on a designated date in mid-May. The results are shared with the CRC manager, event coordinator, and assigned judges

B. Review entries as they are submitted to the designated online storage utility

C. Manage communication and pre-conference evaluation (at least two [2] or more judges should be recruited earlier in the year). Coordinate with the Judge Manager.

D. Judges determine the twelve (12) semifinalists and discuss and break any ties.

E. Results are posted on-site at the national conference on the first full day.

AT THE CONFERENCE

A. Attend the mandatory event coordinator's meeting at the designated time and location.

B. Report to the CRC room and check the contents of the coordinator's packet.

C. Review the event guidelines and check to see that enough personnel have been scheduled.

D. Inspect the area or room in which the event is to be held for appropriate set-up, including room size, chairs, tables, outlets, etc. Notify the event manager of any potential problems.

E. At least one (1) hour before the event is scheduled to begin, meet with judges/assistants to review time limits, procedures, regulations, evaluation, and all other details related to the event. If questions arise that cannot be answered, speak to the event manager before the event begins.

PRELIMINARY ROUND

A. On the first full day of the conference, post a list of the twelve (12) semifinalists in random order.

SEMIFINAL ROUND

A. At the designated time, check-in the semifinalists and monitor them as they set up their work area.

B. Label the semifinalist USB drives (provided by the semifinalists) with the semifinalists' student ID numbers.

C. Provide the on-site problem.

D. Supervise the one (1) hour on-site layout and design problem.

E. Manage the evaluation process of the on-site problem.

F. After the evaluation, supervise the removal of computers by the participants and collect the USB entries.

G. Decisions about rules violations must be discussed and verified with the judges, event coordinator, and the CRC manager to determine either:

   1. To deduct twenty percent (20%) of the total possible points in this round

   2. To disqualify the entry

   The event coordinator, judges, and CRC manager must initial either of these actions on the rating form.

H. Judges determine the top ten (10) finalists and discuss and break any ties.

I. Submit the finalist results and all related forms in the results envelope to the CRC room.

J. If necessary, manage security and the removal of materials from the event area.