



**OCCUPATIONAL CATEGORY**  
Quick Serve Restaurant Management

**INSTRUCTIONAL AREA**  
Promotion

**PARTICIPANT INSTRUCTIONS**

**PROCEDURES**

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will give an ID label to your adult assistant during the preparation time.
3. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
4. You will be evaluated on how well you meet the performance indicators of this event.
5. Turn in all your notes and event materials when you have completed the role-play.

**PERFORMANCE INDICATORS**

1. Explain the types of advertising media.
2. Select advertising media.
3. Evaluate effectiveness of advertising.
4. Explain components of advertisements.
5. Develop an advertising campaign.

## **EVENT SITUATION**

You are to assume the role of assistant manager for THE BISTRO, a well-loved, small restaurant that specializes in gourmet sandwiches. Because of a new competitor in the market, the owner (judge) wants you to develop a new advertising campaign.

A new sandwich shop is opening in the same twenty-store shopping center as your store, and THE BISTRO's owner (judge) is seriously concerned that it will adversely affect business. After all, it seems that the competitor is also targeting professional people on a short lunch hour. The owner (judge) has asked you to develop an advertising package that will minimize the effect of this competition on your business. The owner (judge) has provided you with a limited budget, so you must carefully choose the type of advertising media you will use—online, broadcast, print or specialty.

You will present your strategies to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your strategies. After you have made your presentation and have answered the owner's (judge's) questions, the owner (judge) will conclude the role-play by thanking you for your input.

## **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. 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 owner for THE BISTRO, a well-loved, small restaurant that specializes in gourmet sandwiches. Because of a new competitor in the market, you have asked the assistant manager (participant) to develop a new advertising campaign.

A new sandwich shop is opening in the same twenty-store shopping center as your store, and you are seriously concerned that it will adversely affect business. It seems that the competitor is also targeting professional people on a short lunch hour. You have asked your assistant manager (participant) to develop an advertising package that will minimize the effect of this competition on your business. You have a limited budget, so you have instructed the assistant manager (participant) to carefully choose the type of advertising media used—online, broadcast, print or specialty.

The assistant manager (participant) will present the advertising strategies to you in a role-play that will take place in your office. You will begin the role-play by greeting the assistant manager (participant) and asking to hear the suggestions.

During the course of the role-play you are to ask the following questions of each participant:

1. How would our consumers' buying habits change if we didn't advertise at all?
2. How can we evaluate the effectiveness of your ideas?

3. Is there another way we can beat our competition without advertising?

Once the assistant manager (participant) has presented his/her ideas and has answered your questions, you may conclude the role-play by thanking the assistant manager (participant) for the work.

You are not to make any comments once the role-play 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>
Excellent	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.
Good	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.
Fair	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.
Poor	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

QSRM-01  
State Event 3

### DID THE PARTICIPANT:

#### 1. Explain the types of advertising media?

**POOR**

**0, 2**

Attempts at explaining the types of advertising media were inadequate or unclear.

**FAIR**

**4, 6, 8**

Adequately explained the types of advertising media.

**GOOD**

**10, 12, 14**

Effectively explained the types of advertising media.

**EXCELLENT**

**16, 18**

Very effectively and thoroughly explained the types of advertising media.

#### 2. Select advertising media?

**POOR**

**0, 2**

Attempts at selecting advertising media were inadequate or unclear.

**FAIR**

**4, 6, 8**

Adequately selected advertising media.

**GOOD**

**10, 12, 14**

Effectively selected advertising media.

**EXCELLENT**

**16, 18**

Very effectively and thoroughly selected advertising media.

#### 3. Evaluate effectiveness of advertising?

**POOR**

**0, 2**

Attempts at evaluating the effectiveness of advertising were inadequate or unclear.

**FAIR**

**4, 6, 8**

Adequately evaluated the effectiveness of advertising.

**GOOD**

**10, 12, 14**

Effectively evaluated the effectiveness of advertising.

**EXCELLENT**

**16, 18**

Very effectively and completely evaluated the effectiveness of advertising.

#### 4. Explain components of advertisements?

**POOR**

**0, 2**

Attempts at explaining the components of advertisements were inadequate or unclear.

**FAIR**

**4, 6, 8**

Adequately explained the components of advertisements.

**GOOD**

**10, 12, 14**

Effectively explained the components of advertisements.

**EXCELLENT**

**16, 18**

Very effectively and thoroughly explained the components of advertisements.

#### 5. Develop an advertising campaign?

**POOR**

**0, 2**

Attempts at developing an advertising campaign were inadequate or confusing.

**FAIR**

**4, 6, 8**

Adequately developed an advertising campaign.

**GOOD**

**10, 12, 14**

Effectively developed an advertising campaign.

**EXCELLENT**

**16, 18**

Very effectively and completely developed an advertising campaign.

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

**POOR**

**0, 1**

Demonstrated few skills with little or no effectiveness.

**FAIR**

**2, 3, 4**

Demonstrated limited ability to link some skills effectively.

**GOOD**

**5, 6, 7**

Effectively demonstrated specified skills.

**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 \_\_\_\_\_