



PROMOTIONAL MARKETING

OVERVIEW

Participants create marketing tools that could be used in a TSA Promotional Kit. The theme and required elements for this event will be posted on the TSA website under Competitions/Themes and Problems. The toolkit components will be digitally submitted on a USB flash drive in an envelope, both labeled with the student's identification number. Semifinalists are asked to work creatively under constraints to design a solution to a problem given on site, using their own computer/laptop work station. Semifinalist entries will be saved to the individual's event USB drive for judging.

ELIGIBILITY

One (1) individual per chapter is allowed to participate; one (1) entry per individual.

TIME LIMITS

Semifinal Round:

1. Fifteen (15) minutes to set up before the event
2. One (1) hour to complete the on-site problem
3. Fifteen (15) minutes to remove computers after the judging process is completed

LEAP

An individual LEAP Response is required for this event and must be submitted at event check-in (see LEAP Program).

ATTIRE

TSA competition attire is required.

PROCEDURE

Preliminary Round

1. Participants create a three-part TSA Marketing Toolkit, submitted in digital format on a USB flash drive, labeled with their student identification number, containing:
 - a. a printable advertisement
 - b. a wearable design
 - c. digital signage
2. Participants check in their entry and LEAP Response at the time and place stated in the conference program.
3. Submitted at event check-in:
 - a. The toolkit, saved on a USB flash drive
 - b. A LEAP Response
4. Entries are reviewed by judges. Neither students nor advisors are present at this time.
5. A list of twelve (12) semifinalists (in random order) will be posted..



Semifinal Round

1. Semifinalists report with a computer, a power strip/surge protector, and an extension cord to the event area at the time and place stated in the conference program.
2. Semifinalists complete the on-site layout and design problem within the one (1)-hour time limit.
3. Semifinalists will save their final entry to their USB event flash drive for evaluation.
4. The LEAP Response will be judged for semifinalists.
5. Participants pick up their entries from the designated area at the time and place stated in the conference program.
6. Ten (10) finalists will be announced during the conference awards ceremony.

REGULATIONS

Preliminary Round

- A. Participants design printable signage to include, but not limited to:
 1. National TSA logo
 2. City and state of the current year's national TSA conference
 3. Date, place, time and other details of the event
 4. The design must be saved as a PDF on the participant's USB flash drive.
- B. Participants design a chapter wearable based on the theme and requirements posted on the national TSA website under Competitions/Themes and Problems. The design must be saved as a PDF on the participants USB flash drive.
- C. Participants create digital signage using presentation software, and should include:
 1. A focus on attracting new members to the participant's chapter
 2. National TSA logo
 3. Date, place, time and other pertinent details of the event
 4. The digital signage must be between two to two and one half (2 - 2 1/2) minutes in duration.
 5. The presentation must be saved as a show to the participant's USB flash drive.
- D. Additional information about design work needs to be typed and saved as a separate PDF file, and submitted with the design PDF files. Include the following:
 1. Note all ideas, fonts, and images that are completely original.
 2. Cite 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. If copyrighted material is used, written permission must be included. (See Student Copyright Checklist in the Forms Appendix)
 4. Include the type of software program(s) used for designs and layout.
- E. The TSA logo can be used only in accordance with trademark policies that appear on the national TSA website. (<http://tsaweb.org/Trademark-Policies>).
- F. If the entry contains images of people, proof of consent must be included as a separate PDF file and submitted with other required files. Images of minors require parental consent. (See Photo/Film/Video Consent and Release in the Forms Appendix)



- G. Participants must submit the printable and wearable designs, along with the digital signage show, the additional information (as required in Regulation D) and all applicable consent forms (as required by Regulation F) in PDF format on a USB flash drive.
- H. The USB flash drive must be labeled with the student's identification number and placed in a sealed envelope, also labeled with the participant's student identification number.

Semifinal Round

- I. Semifinalist participants are required to bring:
 - 1. A computer with software (a laptop computer is recommended)
 - 2. A power strip/surge protector
 - 3. An extension cord
 - 4. Note: No printer is needed.
- J. Clip art may be used for the on-site problem, but the use of a template is not permitted.
- K. The on-site work must be an original creation.
- L. Students are responsible for providing their own graphic library.
- M. Internet access will be permitted, but it will not be provided by TSA.
- N. TSA cannot guarantee the availability of cellular and/or Wi-Fi signals in the competition room.
- O. Participants may leave the room only with permission from the event coordinator.
- P. The LEAP Response:
 - 1. Teams document the leadership skills the team has developed and demonstrated while working on this event, and on a non-competitive event leadership experience.
 - 2. Find the specific LEAP Response regulations in the LEAP Program section of this guide, and on the [TSA website](#).

EVALUATION

Evaluation is based on:

- 1. The quality of the layout and design, the content, and the effectiveness and originality of the products
- 2. The content and quality of the LEAP Response (semifinalists only)

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.

CAREERS RELATED TO THIS EVENT

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

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

NOTES

- 1. Digital signage is a presentation that could potentially be shown on a TV monitor in a school lobby.
- 2. The materials created for this event are practical tools that can be used by a chapter for promotional purposes.



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 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

- A. At the conference:
 - 1. Attend the mandatory coordinator's meeting at the designated time and location.
 - 2. Report to the CRC room and check the contents of the coordinator's packet.
 - 3. Review the event guidelines and check to see that enough judges/assistants have been scheduled.
 - 4. 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.
 - 5. At least one (1) hour before the event is scheduled to begin, meet with judges/assistants to review time limits, procedures, and regulations. If questions arise that cannot be answered, speak to the event manager before the event begins.
- B. Preliminary round:
 - 1. Check in the entries at the time and place stated in the conference program.
 - 2. Anyone reporting who is not on the entry list may check in only after official notification is received from the CRC.
 - 3. Late entries are considered on a case-by-case basis and only when the lateness is caused by events beyond the participant's control.
 - 4. Requirements for attire do NOT apply during check-in only on the first day of the conference.
 - 5. Secure the entries in the designated area.



6. Judges independently review the entries.
 7. Decisions about rules violations must be discussed and verified with the judges, event coordinator, and CRC manager to determine either
 - to deduct twenty percent (20%) of the total possible points in this round or
 - to disqualify the entry
 - The event coordinator, judges and CRC manager must all initial either of these actions on the rating form.
 8. Judges determine the twelve (12) semifinalists and discuss and break any ties.
 9. Submit semifinalist results and all related forms in the results envelope to the CRC room.
 10. Pull all semifinalist participant's USB flash drives for use in the semifinal round.
 11. If necessary, manage security and the removal of materials from the event area.
- C. Semifinal Round
1. At the designated time, check-in semifinalists and monitor them as they set up their work area.
 2. Distribute semifinalist participant USB flash drives.
 3. Provide the on-site problem.
 4. Supervise the one (1) hour on-site layout and design problem.
 5. Supervise the evaluation process of the on-site problem.
 6. Decisions about rules violations must be discussed and verified with the judges, event coordinator, and CRC manager to determine either
 - to deduct twenty percent (20%) of the total possible points in this round or
 - to disqualify the entry
 - The event coordinator, judges and CRC manager must all initial either of these actions on the rating form.
 7. Judges determine the top ten (10) finalists.
 8. Judges discuss and break any ties that affect the top three (3) placements.
 9. After the evaluation, supervise the removal of computers by the participants.
 10. Submit the finalist results and all related forms in the results envelope to the CRC room.
 11. If necessary, manage security and the removal of materials from the event area.



Participant/Team ID# _____

PROMOTIONAL MARKETING

2018 & 2019 OFFICIAL RATING FORM

MIDDLE SCHOOL

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 blank and place a check mark in the box labeled ENTRY NOT EVALUATED. This will disqualify the entry and it will not be judged.

- USB flash drive is present (contains all components: print signage, digital signage, wearable marketing and photo release forms)
- USB flash drive is labeled, envelope is labeled
- Completed LEAP Response is present
- ENTRY NOT EVALUATED

Criterion Performance Levels

CRITERIA	Minimal performance 1-4 points	Adequate performance 5-8 points	Exemplary performance 9-10 points
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Evaluators: Using minimal (1-4 points), adequate (5-8 points), or exemplary (9-10 points) performance levels as a guideline, 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.

Print Design (50 points)

Layout and design (X1)	Layout/design does not resemble a promotional poster, is not the correct size, and/or it is missing essential elements.	Most elements of design are followed, is the correct size, and few mistakes are made in the layout.	Poster encompasses all standardized layout practices, and creativity is at the forefront of the design.
Content (X1)	Poster 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..	Poster is missing one to two (1-2) elements listed in the minimal criteria.	All elements are included in the poster.
Effectiveness (X1)	Poster does not convey intended message, and/or it contains unrelated text/graphics.	Poster conveys overall intended message, and it contains topic related text/graphics.	Poster 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 poster, and/or they are considered as an afterthought.	Poster exhibits incorporation of most design principles (alignment, consistency, contrast, unity, white space), and the overall layout is aesthetically pleasing.	Poster is aesthetically pleasing, and all design principles are well incorporated into the design and layout.

PRINT DESIGN SUBTOTAL (50 points)

Wearable Marketing (50 points)

CRITERIA	Minimal performance 1-4 points	Adequate performance 5-8 points	Exemplary performance 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, and/or it leaves an unfavorable impression.	The design has good points, but some details may distract from the overall quality.	The design is eye catching; attention to detail is obvious.

Record scores in the column spaces below.

Wearable Marketing continued (50 points)			
CRITERIA	Minimal performance 1-4 points	Adequate performance 5-8 points	Exemplary performance 9-10 points
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 will draw 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 aesthetically pleasing.	Graphic is aesthetically pleasing, and all design principles are well incorporated into the design and layout.

WEARABLE MARKETING SUBTOTAL (50 points)

Digital Signage (50 points)			
CRITERIA	Minimal performance 1-4 points	Adequate performance 5-8 points	Exemplary performance 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 show; inadequate language is used.	Tone and language are of average quality for the audience.	The show is written specifically for an audience, with professional tone and language.
Sentence structure (X1)	Simple sentence structure is used throughout the show, and there are multiple grammatical errors.	Writing is generally engaging and informative; only a few grammatical errors are evident.	Show is well-written with little to no grammatical errors evident.
Content See Regulation C (X1)	Show is missing three or more of the required elements.	Show is missing one or two of the required elements.	All elements are included in the show.
Effectiveness (X1)	Show does not convey intended message appropriately, and/or it contains unrelated text/graphics.	Show conveys overall intended message, but it contains some inadequate and/or unrelated text/ graphics.	Show message is easily understood and interpreted, with exceptional use of related graphics and text.

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 evaluator, coordinator and manager of the event. Record the deduction in the space to the right.

Indicate the rule violated: _____

PRELIMINARY SUBTOTAL (150 points)

Semifinal Problem (70 points)			
CRITERIA	Minimal performance 1-4 points	Adequate performance 5-8 points	Exemplary performance 9-10 points
Layout and design (X1)	Layout/design does not incorporate or consider three or more of the following design principles: alignment, consistency, contrast, unity, white space.	Layout/design includes most design principles; overall layout is aesthetically pleasing.	Aesthetically pleasing design is evident, and all design principles are incorporated into the design and layout.



Semifinal Problem continued (70 points)			
CRITERIA	Minimal performance 1-4 points	Adequate performance 5-8 points	Exemplary performance 9-10 points
Solution to project (X2)	Project is missing three 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 or more of the following principles of creativity: freshness, idea cultivation, realness, bravery, momentum, visual signaling.	Project incorporates most creativity principles, and it results in an adequate/average presentation.	Project is a truly unique presentation; it includes most of the applicable principles of creativity.
LEAP (10% of the total event points)	The individual's efforts are not clearly communicated, lack detail, and are unconvincing; few, if any, attempts are made to identify and incorporate the SLC Practices.	The individual's efforts are adequately communicated, include some detail, are clear, and are generally convincing; identification and incorporation of the SLC Practices are satisfactory.	The individual's efforts are clearly communicated, fully-detailed, and convincing; identification and incorporation of the SLC Practices are excellent.
SEMIFINAL PROBLEM SUBTOTAL (70 points)			
Rules violations (a deduction of 20% of the total possible points for the above sections) must be initiated by the evaluator, coordinator, and manager of the event. Record the deduction in the space to the right.			
SEMIFINAL SUBTOTAL (70 points)			
(To arrive at the TOTAL score, add the PRELIMINARY SUBTOTAL and the SEMIFINAL SUBTOTAL.)			TOTAL (220 points)

Comments:

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

Evaluator

Printed name: _____ Signature: _____