



WA *FBI***A**

REAL WORLD BRANDING

*STATE-ONLY
COMPETITIVE EVENT
PROGRAM*

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REAL WORLD BRANDING—APPLE INDUSTRY EVENT DESCRIPTION

The apple industry in Washington state produces 6 out of every 10 apples consumed in the United States and is internationally recognized as a major producer of apples. WA FBLA has partnered with Washington State University and AgriMacs to bring you this year's Real World Branding event, based on our state's apple industry!

Currently, a research and development team at WSU is working on a new variety of apple presently called TC4, which is being grown on secret remote sites in WA state. Their marketing firm has partnered with WA FBLA to create a Real World Branding event for SBLC 2020! Students have been asked to name the apple and create a marketing campaign for the apple's release to the public. It is important that participants understand the target market for the apple variety and create the appropriate marketing campaign. The recent release of the Cosmic Crisp apple may provide ideas and insights for this project.

Students will present their ideas at the State Business Leadership Conference to a panel of judges from WSU, the marketing firm, and the agriculture industry in Washington State. The team marketing the apple variety intends to use the winning ideas, but please keep in mind that the apple industry is highly political. Therefore, the marketing team reserves the right to modify, change, or simply not use the winning design based on the industry mandates. Competitors grant all rights and ownership of the design to the marketing team by entering this event.

REAL WORLD BRANDING—APPLE INDUSTRY GUIDELINES *(Not a National Event)*

Category: Open Presentation

Type: Individual/Team

OVERVIEW

A team at Washington State University is in the process of producing a new apple variety, which will need to be named and marketed to the public. Students will need to name the apple and create a marketing campaign for the apple's release to the public. It is important that participants understand the target market for the apple variety and create the appropriate marketing campaign.

Students will present their ideas at the State Business Leadership Conference to a panel of judges from WSU, the marketing firm, and the agriculture industry in Washington State. The team marketing the apply variety intends to use the winning ideas, but the industry is highly political and the marketing team reserves the right to modify, change, or not use the winning design. Competitors grant all rights and ownership of the design to the marketing team by entering this event.

ELIGIBILITY

1. All participants must be on record in the FBLA state and national offices as paying dues by the registration deadline.
2. Participants failing to report on time will not be permitted to compete.

EVENT SPECIFIC GUIDELINES

- The presentation will be seven (7) minutes with a three (3) minute question and answer period.
- Students should bring their designs and will leave a copy with the judges
- The presentation must include knowledge of the target market(s) and how they impact the marketing of the product.
- Information about apple projects at WSU and the apple industry can be found on the Proprietary Variety Management website at <https://provarmanagement.com/> or on WSU's website, specifically <http://treefruit.wsu.edu/>. The Cosmic Crisp website may also serve as a starting point in your research. Please feel free to use other resources as well.
- The research and development team from WSU and representatives from AgriMacs will be available in late January or early February for one webinar where they will answer questions from students planning to participate in this event. Questions can be related to the apple, development of the apple, or anything else related to the competition. Details on this Q&A will be released as soon as they are confirmed.
- Students will need to submit a draft of their designs by the SBLC registration deadline. Depending on the number of entries, WSU reserves the right not to hear a presentation from all individuals/teams.

PERFORMANCE GUIDELINES

- All competitors must comply with the FBLA-PBL dress code.
- Top ten (10) will be awarded at SBLC Awards Session.

JUDGING

The presentations will be evaluated by a panel of judges. All decisions of the judges are final.

STATE AWARDS

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be ten (10).

This is a STATE ONLY event. No winners will advance to Nationals.

REAL WORLD BRANDING—APPLE INDUSTRY

Performance Rating Sheet

Preliminary Round Final Round

(Mark one score per row AND write score in the Points Earned column. Use Tie Breaker column to add or subtract points to break ties.)

Expectation Item	Not Demonstrated		Below Expectations		Meets Expectations		Exceeds Expectations		Points Earned	Tie Breaker
	0	○	7	○	14	○	20	○		
Description of the event topic and materials	Materials not described and/or one or more elements are missing or incomplete		Event topic and materials described but not in detail		Event topic and materials described in detail		All materials described and the presenters connect the theme, the business, and the materials			
	0	○	7	○	14	○	20	○		
Explains the name, marketing, and development process	No explanation or description of the name, marketing, and development process		Explains the name OR marketing OR development process		Explains the name, marketing, and the development process		Expert industry explanation of the name, marketing, and the development process			
	0	○	7	○	14	○	20	○		
Create interest and desire for the product	Does not create interest or desire for the product		Describes two or more features of the product that would assist in selling the product		Describes four or more features of the product that would assist in selling the product		Describes at least four features that would assist in selling the product and identify how the product is connected to the industry as a whole			
	0	○	7	○	14	○	20	○		
Consistency in graphic design to theme	Consistency in graphic design to theme not addressed		Explains how graphic design is consistent with theme		Demonstrates with visual aids the consistency between graphic design and theme		Emphasize interpretation of the topic and design as it relates to graphic design and theme including use of visual aids			
	0	○	7	○	14	○	20	○		

Delivery Skills

Statements are well-organized and clearly stated	Presenter(s) did not appear prepared		Presenter(s) were prepared, but flow was not logical		Presentation flowed in logical sequence		Presentation flowed in a logical sequence; statements were well organized			
	0	○	1	○	3	○	5	○		
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Presenter(s) did not demonstrate self-confidence		Presenter(s) demonstrated self-confidence and poise		Presenter(s) demonstrated self-confidence, poise, and good voice projection		Presenter(s) demonstrated self-confidence, poise, good voice projection, and assertiveness			
	0	○	1	○	3	○	5	○		
Demonstrates the ability to effectively answer questions	Unable to answer questions		Does not completely answer questions		Completely answers questions		Interacted with the judges in the process of completely answering questions			
	0	○	3	○	7	○	10	○		
Performance Subtotal (100 max)										

Penalty Points (Mark all that apply)

Time over 7 minutes	-5	○	Dress Code not followed	-5	○	Event Guidelines not followed	-5	○	Total Penalty	-	
Grand Total											

Name(s): _____

School: _____

State: _____

Judge's Signature: _____

Date: _____

Judge's Comments: _____

REAL WORLD BRANDING—WASHINGTON BANKERS ASSOCIATION BANK MARKETING VIDEO EVENT DESCRIPTION

The Washington Bankers Association is partnering with Washington FBLA on a 2020 Real World Bank Marketing Video.

This partnership provides visibility to the banking industry in high schools across Washington State and encourages local students to think about banking relationships at an early age.

Overview

Students, as individuals or in teams, will create a video, between 1-2 minutes in length, highlighting what a local bank does in their community.

The video should include:

- Bank name
- Community organization highlighted
- What the bank does to work with this organization
- Why the bank chooses to be involved with this organization

Students will also need to create a presentation about their video. The presentation should highlight why the students chose to work with this bank and what they learned from the project. The presentations should be no more than 5 minutes in length.

Students are encouraged to contact local banks to discuss the project in more detail and learn about the various community work they do, as well as other banking related information.

Skills

Business marketing skills are paramount to the success of any business enterprise. This event is designed to recognize FBLA members who possess the knowledge and skills needed to develop a marketing video promoting a local business and their community.

Working with local bankers is also a key skill, as the banking relationship any business has is crucial to the day-to-day operations of the business. Having a solid understanding of the banking relationship helps businesses succeed and understanding how businesses in the community work together are important to any marketing effort.

Competition

Members of the WBA and the WBA's Emerging Leader Committee will be available to judge at the 2020 State Competition and can be available prior to the competition for questions regarding this event. WBA will also provide connections to local bankers for any student or school looking for more information or advice on the project. WBA will use the winning video in their own marketing and will offer it to the bank highlighted in the video to be used for their own marketing if they choose. WBA can also choose to use the top finalist videos to highlight their member banks.

REAL WORLD BRANDING—

BANK MARKETING VIDEO GUIDELINES *(Not a National Event)*

Category: Open Presentation

Type: Individual/Team

OVERVIEW

Students, as individuals or in teams, will create a video, between 1-2 minutes in length, highlighting what a local bank does in their community.

The video should include:

- Bank name
- Community organization highlighted
- What the bank does to work with this organization
- Why the bank chooses to be involved with this organization

Students will also need to create a presentation about their video. The presentation should highlight why the students chose to work with this bank and what they learned from the project. The presentations should be no more than 5 minutes in length and should include showing the video.

Students are encouraged to contact local banks to discuss the project in more detail and learn about the various community work they do, as well as other banking related information.

ELIGIBILITY

1. All participants must be on record in the FBLA state and national offices as paying dues by the registration deadline.
2. Participants failing to report on time will not be permitted to compete.

EVENT SPECIFIC GUIDELINES

- The presentation will be five (5) minutes with a three (3) minute question and answer period.
- The video must include the bank name, the community organization highlighted, what the bank does to work with the organization, and why the bank chooses to be involved with the organization.
- The presentation must include showing the full video.
- Washington Bankers Association will also provide connections to local bankers for any student or school looking for more information or advice on the project.
- Students will need to submit their video by the SBLC registration deadline of March 6, 2020. The top 15 entries, as judging using the project rating sheet, will be eligible for the presentation portion of the event.

PERFORMANCE GUIDELINES

- All competitors must comply with the FBLA-PBL dress code.
- Top ten (10) will be awarded at SBLC Awards Session.

JUDGING

The presentations will be evaluated by a panel of judges. All decisions of the judges are final.

STATE AWARDS

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be ten (10).

This is a STATE ONLY event. No winners will advance to Nationals.

REAL WORLD BRANDING—BANK MARKETING VIDEO PRODUCTION

Project Rating Sheet

(Mark one score per row **AND** write score in the Points Earned column. Use Tie Breaker column to add or subtract points to break ties.)

Project Usability	Not Demonstrated		Below Expectations		Meets Expectations		Exceeds Expectations		Points Earned	Tie Breaker
	0	○	7	○	14	○	20	○		
Video plays successfully	Media not usable		Media usable but not submitted according to event guidelines		Media usable but not plug and play		Media usable in multiple players			
	0	○	7	○	14	○	20	○		

Video Content

Fully address the concept and/or topic, including bank and community organization highlighted	Concept and/or topic are not followed		Concept and/or topic not fully developed		Fully addresses the concept and/or topic		User with no knowledge of the concept and/or topic can identify based on video			
	0	○	7	○	14	○	20	○		
Video contains multiple elements providing evidence of production skill	No evidence of video production skill demonstrated		Video is designed using limited video editing skills		Video contains transitions and use of multiple technologies		Video contains advanced features such as animation			
	0	○	7	○	14	○	20	○		
Grammar, spelling, and punctuation	Video contains grammar or spelling errors		Video contains 3 or less spelling or grammar errors		Video contains one grammar and no spelling errors		Video is grammar and spelling error free			
	0	○	7	○	14	○	20	○		
Copyright information is noted and documented	Copyright information not addressed or addressed incorrectly				Substantiated compliance to copyright regulations using visual representation					
	0		○		20		○			

Project Evaluation

Presentation has logical flow of information	Flow of video does not seem logical		Flow does not connect each element of the video		Flow is logical and appears sequenced with beginning, middle, end		Presentation is logical and includes a call to action at the end				
	0	○	14	○	21	○	30	○			
Quality of editing and transition	There are no transitions or evidence of video editing incorporated		Transitions exist but are rough and do not flow easily		Transitions flow seamlessly and serves as a logical component of the video		Multiple types of transitions are used and all flow seamlessly				
	0	○	14	○	21	○	30	○			
Audio and visual elements are coordinated	Audio and Visual elements are limited		Audio and Visual elements do not include variety		Audio uses a variety of sources including direct audio and dubbed audio; visual includes multiple camera angles and techniques		Audio and visual includes special effects				
	0	○	7	○	14	○	20	○			
Use of video technology	Video technology use not evident		Video incorporates use of technology		Video incorporates advanced use of technology such as special effects		Video contains multiple advanced features such as special effects				
	0	○	7	○	14	○	20	○			
								Project Subtotal (200 max)			

Penalty Points

Project Guidelines not followed	-5	○	Total Penalty	-	
			Grand Total		

Name(s): _____

School: _____

State: _____

Judge's Signature: _____

Date: _____

Judge's Comments: _____

REAL WORLD BRANDING—BANK MARKETING VIDEO PRESENTATION

Performance Rating Sheet

Preliminary Round Final Round

(Mark one score per row AND write score in the Points Earned column. Use Tie Breaker column to add or subtract points to break ties.)

Expectation Item	Not Demonstrated		Below Expectations		Meets Expectations		Exceeds Expectations		Points Earned	Tie Breaker
	0	○	3	○	7	○	10	○		
Demonstrates understanding of the event topic	No understanding of event topic OR incorrect topic used		Understanding of topic inconsistent from video to performance		Demonstrates the topic through presentation and video		Demonstrates expertise of the topic through presentation and video			
Describes which organization was highlighted and why	No explanation of use or implementation of technology		Identification OR implementation of innovative technology		Implementation and demonstration of video techniques, equipment, and software		Expert description and demonstration of video techniques, equipment, and software			
Explains what learned through process of project	No explanation or description of the design and process		Presenter(s) Explains the design OR development process		Presenter(s) Explain both the design and the development process		Expert industry explanation of both design and development process			
Incorporates video into presentation	Does not present video		Less than 2 minutes of video presented		2 minutes of video presented and is incorporated into the presentation		2-4 minutes of video is presented, adequate introduction and transition back into presentation			
Provides proper documentation of pictures, audio, etc.	No documentation provided				Substantiates compliance to copyright regulations using visual representation					

Delivery Skills

Statements are well-organized and clearly stated	Presenter(s) did not appear prepared		Presenter(s) were prepared, but flow was not logical		Presentation flowed in logical sequence		Presentation flowed in a logical sequence, statements were well organized			
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Presenter(s) did not demonstrate self-confidence		Presenter(s) demonstrated self-confidence and poise		Presenter(s) demonstrated self-confidence, poise, and good voice projection		Presenter(s) demonstrated self-confidence, poise, good voice projection, and assertiveness			
Demonstrates the ability to effectively answer questions	Unable to answer questions		Does not completely answer questions		Completely answers questions		Interacted with the judges in the process of completely answering questions			
Performance Subtotal (100 max)										

Penalty Points (Mark all that apply)

Time over 7 minutes	-5	○	Dress Code not followed	-5	○	Event Guidelines not followed	-5	○	Total Penalty	-	
Grand Total											

Name(s): _____

School: _____

Judge's Signature: _____

Judge's Comments: _____

State: _____

Date: _____