

PROMOTIONAL MARKETING



OVERVIEW

Participants create a marketing portfolio observing the theme and required elements, which will be electronically submitted pre-conference. The theme and submission instructions will be posted on the [TSA website](#) under Competitions/Themes and Problems. The semifinalists are challenged to work creatively within a given time frame to design a solution to a problem given on-site using their own computer/laptop work station.

ELIGIBILITY

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

TIME LIMITS

PRE-CONFERENCE

1. All components of the chapter's entry must be finished, submitted, and accessible via the Internet by 11:59 p.m. EST on May 15th.
2. Entries received, or changes made to submitted entries after this deadline will not be judged.
3. Email verification of each team's entry will be made by June 10th.

SEMIFINAL ROUND

1. Fifteen (15) minutes will be allowed to set up before the event.
2. One (1) hour will be allotted to complete, save, and submit the on-site problem.
3. Students take their computers with them when the problem is submitted.

LEAP

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

ATTIRE

TSA competition attire is required.

PROCEDURE

PRE-CONFERENCE

1. Participants create a three (3)-part TSA Marketing Portfolio containing:
 - a. A printable advertisement
 - b. A wearable design
 - c. Digital signage
2. Teams submit the printable advertisement and wearable design electronically as multiple page PDF documents separated into the following categories:
 - a. The printable advertisement and supporting documentation for the design
 - b. Wearable sign and supporting documentation for the design
 - c. The LEAP Report
3. Teams submit the digital signage part of the marketing portfolio via a URL link.
4. All components of the chapter's entry are submitted via a link provided on the Competition Updates page of the [TSA website](#). The entry must be finished, submitted, and accessible via the Internet by 11:59 p.m. EST on May 15th.
5. Email verification of each team's entry will be made by June 10th.

PRELIMINARY ROUND

1. A list of twelve (12) semifinalist teams (in random order) will be posted on-site at the national TSA conference.

SEMIFINAL ROUND

1. Semifinalists report to the event area at the time and place stated in the conference program with a computer, a power strip/surge protector, and an extension cord.
2. The coordinator will distribute TSA approved USB flash drives to the semifinalists.
3. Semifinalists complete the on-site layout and design problem within the one (1)-hour time limit.

4. Semifinalists will save their final entry to the USB flash drive for submission.
5. The LEAP Response will be judged for semifinalists.
6. Ten (10) finalists will be announced during the conference awards ceremony.

REGULATIONS AND REQUIREMENTS

PRE-CONFERENCE

- A. The required elements are posted on the website under Competition/Themes and Problems.
- B. Pre-conference, participants design the following three (3) components as part of the Marketing Portfolio:
 1. Printable signage to include, but not limited to:
 - a. National TSA logo (refer to D for specifics)
 - b. City and state of the current year's national TSA conference
 - c. Date, place, time and other details of the event
 - d. Must be viewable and saved as a PDF.
 2. Participants design a chapter-wearable based on the theme and requirements posted on the [TSA website](#) under Competitions/Themes and Problems. This design must be viewable and saved as a PDF.
 3. Participants create digital signage using presentation software, and should include:
 - a. National TSA logo
 - b. Date, place, time and other pertinent details of the event
 - c. The digital signage must be between two to two and one half (2 – 2½) minutes in duration.
 - d. A URL link must be provided for submission, which points directly to the team's entry.
 4. The TSA logo can be used only in accordance with trademark policies that appear on the [TSA website](#) under "Resources > Toolkit".
- C. Additional information about design work needs to be a typed PDF file submitted with the corresponding design PDF file, 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. Written permission for all copyrighted material must be included. (See Student Copyright Checklist in the Forms Appendix)
 4. Notation of the type of software program(s) used for designs and layout
 5. If the entry contains images of people, proof of consent must be included as a separate PDF file and submitted with the other required documentation. Images of minors require parental consent. (See Photo/Film/Video Consent and Release in the Forms Appendix)
- D. All components of the chapter's entry must be finished, submitted, and accessible via the Internet by 11:59 p.m. EST on May 15th.
 - E. The submission must point directly to the individual's entry. Entries that require a request for access be granted will not be judged.

SEMIFINAL ROUND

- A. 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. No printer is needed
- B. Clip art may be used for the on-site problem, but the use of a template is not permitted.
- C. The on-site work must be an original creation.
- D. Students are responsible for providing their own graphic library.

- E. Internet access is permitted, but it will not be provided by TSA.
- F. TSA cannot guarantee the availability of cellular and/or Wi-Fi signals in the competition room.
- G. Participants may leave the room only with permission from the event coordinator.
- H. Students will save the design solution for the on-site problem on the TSA approved USB for submission.
- I. 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

1. The quality of the layout and design, the content, and the effectiveness and originality of the Marketing Portfolio.
2. The quality of the layout and design, the content, and the effectiveness and originality of the on-site design challenge.
3. 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 (1) or more of the careers below:

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

PROMOTIONAL MARKETING

2020 & 2021 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.

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- Promotional Marketing entry was submitted online pre-conference
 - Completed LEAP Response is present
 - ENTRY NOT EVALUATED

PRINT DESIGN (50 points)				Record scores in the column spaces below.
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 poster, 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.	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 the 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)				Record scores in the column spaces below.
CRITERIA	Minimal performance	Adequate performance	Exemplary performance	
	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 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)				Record scores in the column spaces below.
CRITERIA	Minimal performance	Adequate performance	Exemplary performance	
	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 See Regulation C (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)	
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SEMIFINAL PROBLEM (70 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 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.	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 Response (20 points; 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)			

Record scores in the column spaces below.

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

Indicate the rule violated: _____

SEMIFINAL SUBTOTAL (70 points)	
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To arrive at the TOTAL score, add any subtotals and subtract rules violation points, as necessary.	TOTAL (220 points)
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Comments:

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

JUDGE

Printed name: _____ Signature: _____

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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
 7. At least twelve (12) TSA approved USB's for the on-site challenge
- B. Tables, one (1) per participant
- C. Chairs, one (1) per participant

RESPONSIBILITIES

PRE-CONFERENCE/PRELIMINARY ROUND

1. National TSA will collect entries until 11:59 p.m. EST on May 15th and send out receipt confirmations to participants by June 10th. The results will be shared with the CRC manager, event coordinator, and assigned judges
2. Review entries as they are submitted to the designated online storage utility
3. 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.
4. Judges determine the twelve (12) semifinalists and discuss and break any ties. Results will be posted on-site at the national conference on the first full day of conference.

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 personnel 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.

SEMIFINAL ROUND

1. At the designated time, check in semifinalists and monitor them as they set up their work area.
2. Label the TSA approved USB's with the semifinalists' student ID numbers.
3. Distribute semifinalist participant TSA-approved USB flash drives.
4. Provide the on-site problem.
5. Supervise the one (1) hour on-site layout and design problem.
6. Supervise the evaluation process of the on-site problem.
7. After the evaluation, supervise the removal of computers by the participants and collect the USB entries.
8. Decisions about rules violations must be discussed and verified with the judges, event coordinator, and the CRC manager to determine either:
 - To deduct twenty percent (20%) of the total possible points in this round
 - To disqualify the entry

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

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- 9. Judges determine the top ten (10) finalists.
- 10. Judges discuss and break any ties that affect the top three (3) placements.
- 11. Submit the finalist results and all related forms in the results envelope to the CRC room.
- 12. If necessary, manage security and the removal of materials from the event area.