



# STATE FAIR OF VIRGINIA COMPETITIONS

## PROMOTIONAL CAMPAIGN COMPETITION – EVALUATION FORM

Event:

- Develop a social media marketing campaign for the free entertainment at the State Fair of Virginia. The campaign should focus on the 30 days leading up to the fair opening. Entries should illustrate how your campaign addresses each of the 4 P's of marketing and a description of your target market.
- Entry: In teams of 1-3 chapter members use One **1 trifold presentation board** to include the following:
  - Showcase campaign activities planned.
  - Describe/illustrate how the campaign addresses the 4 P's of marketing including a detailed description of your target market.
  - Identify the appropriate Social Media platform(s) your campaign will utilize and include the target market you expect to reach through each platform used.
  - Include at least FOUR (4) mock up posts and a calendar of scheduled release of your posts. Be specific!

Presentation and Board	Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judge d Score
Student's introduction provides a clear overview of the campaign and selected events to highlight.	0/1/2	3/4/5	6/7/8	9/10	
Showcase campaign activities planned for the free entertainment at the State Fair of Virginia.	0/1/2	3/4/5	6/7/8	9/10	
Describe/illustrate how the campaign addresses the 4 P's of marketing including a detailed description of your target market.	0/1/2/3/4/5	6/7/8/9/10	11/12/13/14/15	16/17/18/19/20	
Identify the appropriate Social Media platform(s) your campaign will utilize and include the target market you expect to reach through each platform used.	0/1/2/3/4/5	6/7/8/9/10	11/12/13/14/15	16/17/18/19/20	
Include at least FOUR (4) mock up posts and a calendar of scheduled release of your posts.	0/1/2/3/4/5	6/7/8/9/10	11/12/13/14/15	16/17/18/19/20	
The campaign shows evidence of creativity and originality	0/1/2	3/4/5	6/7/8	9/10	
Overall performance: presentation technique, effective use of visuals, professionalism of participants, participation by each participant	0/1/2	3/4/5	6/7/8	9/10	
<b>Presentation Board Total Points</b> (No ties please)					



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Judge Initials \_\_\_\_\_