

## (V12) Social Media Marketing Campaign Team

### Description

Develop a social media marketing campaign, following the guidelines outlined in the *Style & Reference Manual*, that details pricing strategies and promotional plans for a business.

The completed plan should include, but is *not* limited to, the following:

- Title Page and Table of Contents
  - Executive summary
  - Description of event, product, or service
  - Marketing objectives
  - Creative content
  - Content strategy
  - Campaign budget
  - Methods of measuring success
  - Works Cited
- Submitted separately during presentation ONLY:**
- Supporting documentation (research, charts, brochures, etc.)

*NEW: This event includes a separate certification component which will be offered in conjunction with the BPA event at NLC; all members passing this component will receive an industry certification regardless of their overall event placement.* The certification offered will be Meta Certified Digital Marketing Associate and upon passing the exam, members will be awarded 50 points to their final score. All persons planning to take a certification test MUST register with Certiport ([www.certiport.com](http://www.certiport.com)) before attending NLC to create their Certiport profile. Members must include their BPA member ID in their Certiport profile when they register online. For more information on the exam, visit: <http://www.certiport.com>.

### Eligibility

- Any Business Professionals of America student member may enter this event.
- A team will consist of 2-4 members.
- There are no restrictions on the number of entries per chapter or per state.

### Event Registration

- Advisors register members for the event using the Membership Registration System, accessible at <https://register.bpa.org>.
- Click on the "Conferences" tab and then select the "2025 National Virtual Events".
- Event registration can be purchased with your original invoice or with a new invoice after member registration.
- The registration deadline is no later than 5:00 p.m. Eastern Time, on December 1, 2024.
- Members participating in competition must be registered for the event prior to the submission deadline to be eligible.

### Entry Fee

There will be a \$20 fee for each team (*invoiced during event registration*).

## Topic

You are the marketing team for Healthy Bytes, a fictitious company, which has developed a new brand of healthy snacks dedicated to promoting healthy eating habits among young people ages 13-18. Healthy Bytes offers a variety of great-tasting snacks, including granola bars, fruit chips, and veggie sticks, all made from natural, nutritious ingredients. The packaging is fun and vibrant, designed to appeal to teenagers and young adults.

Healthy Bytes has a good reputation for its health-focused products and community engagement, but Healthy Bytes is a new company launching a new brand and new products into the teen market. The company wants to use this product line to promote healthier snacking options among high school students. Healthy Bytes wants to work to ensure the product's success and believes that a well-prepared and executed social media campaign can do just that.

Task - Your task is to create a comprehensive, engaging social media marketing campaign to launch Healthy Bytes. The campaign should create brand awareness and excitement among high school students, engage with the target audience of teenagers aged 13-18, encourage healthy eating habits through fun and interactive content, and drive traffic to the Healthy Bytes website and social media platforms.

Use the Social Media Marketing Campaign format in the *Style & Reference Manual* and the rubric as your guide.

Teams who do *not* submit an entry that follows this topic will be *disqualified*. Any marketing plan submitted beyond the maximum number of pages will be *disqualified*.

## Competencies

- Develop a written social media marketing campaign
- Communicate research in a clear and concise manner both orally and in writing
- Identify and utilize internal and external resources
- Demonstrate knowledge and understanding of consumer buyer persona
- Demonstrate successful content creation and execution
- Demonstrate successful content strategies for implementation
- Identify the relationship between content and consumer persona
- Identify customer base including consumer and organizational markets
- Utilizing fixed financial resources in a marketing environment
- Understand how digital marketing affects consumer demographics
- Apply a reflective growth mindset to business goals
- Demonstrate teamwork skills needed to function in a world-class workforce
- Demonstrate effective persuasive and informative communication and presentation skills

## Specifications

- The marketing plan must *not* exceed ten (10) pages single-sided (excluding the Title Page, Table of Contents, and Works Cited). The marketing plan must follow the Social Media Marketing Campaign format in the *Style & Reference Manual*.
- **Submit the Marketing Plan, Works Cited, and signed Release Form(s) in a combined PDF file to <https://upload.bpa.org> no later than 5:00 p.m. Eastern Time, on January 15, 2025.**

- Any campaign submitted beyond the maximum number of pages will be *disqualified*.
- Member ID will be required for all submissions.
- The team is responsible for securing a signed Release Form from any person whose image is used in the production.
- All text/graphic materials must follow the organization’s **Graphic Standards** and make proper use of the logo and/or organization’s name. (Refer to the **Graphic Standards** in the *Style & Reference Manual*)
- Teams will be assigned to sections prior to their preliminary presentation.
- For teams who qualify, the teams’ advisors will be contacted to reserve a time for a videoconference presentation before a panel of judges. Email confirmation will be sent to those teams eligible to reserve a presentation time. The dates and times for presentation reservations will be announced via email notification.
- The top teams with the highest cumulative technical and presentation scores will be invited to attend the National Leadership Conference to be recognized for their outstanding efforts and to participate in the National Showcase. See <https://bpa.org/nlc/virtual-competitions-and-nlc-national-showcase/> for more information.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The *Style & Reference Manual* contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- Business Professionals of America grants permission for the use of the copyrighted logo and tagline.

### Upload Requirements

What to Submit at <a href="https://upload.bpa.org">https://upload.bpa.org</a>	Saved File Name(s)	Deadline
Completed Social Media Marketing Campaign, Works Cited, and Release Form(s) in one combined PDF file.	V12-TeamID.pdf	January 15, 2025, 5:00 p.m. Eastern Time

### Method of evaluation

Technical Judges’ Rating Sheets  
 Presentation Judges’ Rating Sheets

### Length of event

No more than three (3) minutes setup  
 No more than ten (10) minutes presentation time  
 No more than five (5) minutes judges’ questions

## (V12) Social Media Marketing Campaign Team

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

### Technical Scoring Rubric

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Team followed topic	<input type="checkbox"/> Y   <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y   <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :	

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Team submitted the correct information and in the correct format, <ul style="list-style-type: none"> <li>• Social Media Marketing Campaign Plan and Works Cited in one combined PDF file</li> </ul> <i>All points or none are awarded by the technical judge.</i>				10	
Executive summary	1-5	6-10	11-15	16-20	
Description of events, product, or service	1-5	6-10	11-15	16-20	
Marketing objectives	1-5	6-10	11-15	16-20	
Market persona	1-5	6-10	11-15	16-20	
Creative content	1-5	6-10	11-15	16-20	
Content strategy	1-5	6-10	11-15	16-20	
Campaign budget	1-5	6-10	11-15	16-20	
Methods of measuring success	1-5	6-10	11-15	16-20	
Overall appearance, conciseness, and completeness	1-5	6-10	11-15	16-20	
<b>TOTAL TECHNICAL POINTS (190 points maximum)</b>					

## (V12) Social Media Marketing Campaign Team

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

### Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
<b>Presentation</b>					
Oral presentation/stage presence/delivery (Including: maintaining eye contact, voice inflection, well-spoken, etc.)	1-5	6-10	11-15	16-20	
Ability to explain the development and design process (pre-production phase, target audience, etc.)	1-5	6-10	11-15	16-20	
Ability to explain the use of innovative technology, software, and techniques	1-5	6-10	11-15	16-20	
Ability to explain use and development of media elements or additional assets	1-5	6-10	11-15	16-20	
Ability to explain roles of various team members	1-5	6-10	11-15	16-20	
Oral presentation quality/style, effectiveness	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
All points or none are awarded per item below.					
Setup lasted no longer than three (3) minutes				5	
Presentation lasted no longer than ten (10) minutes				10	
At least two original team members in attendance at time of presentation				10	
<b>TOTAL PRESENTATION POINTS (165 points maximum)</b>					

*Props and/or additional items shall not be used as a basis for scoring.*

**PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES**

**TOTAL MAXIMUM POINTS = 335**