



The Promotional Package can be for a concept, thought/idea or real product. The 4-H member(s) developing a Promotional Package should consider the message and platforms that would be best to reach the intended audience. The Promotional Package can be a combination of any prepared news releases, radio spots, blog, webpage, Twitter/Pinterest/Social Media feed, flyer, app, advertisement, etc. The 4-H member(s) will present their promotional materials and answer questions regarding the intended audience, results of marketing campaign, etc.

Promotional Package

- All promotional items created must be the work of the contestants.
- Should have a well-constructed main message, product, event or person to promote.
- Must use more than one method of promotion or media – press release, series of articles, radio spots, social media, poster, flyer, billboard, advertisement, etc.
- Show originality in reaching the audience with the message.
- Follow copyright laws regarding music, still images, clip art, etc.
- Promotional package will be presented by the 4-H members to the evaluators.
- Presentation should share concept, audience, results (if any) and share promotional pieces with evaluators.
- If people appear in promotional materials (photo/video) obtain proper photo release.

Promotional Package Evaluation Interview

Contestants will be judged on content, concepts, creativity, use of promotional methods and presentation. Contestants will be asked about the message they intended to portray, their target audience, where the promotional materials have been used and effectiveness, if applicable.

Length

Contestants will have approximately 10 minutes to show and explain their promotional package to evaluators and approximately 10 minutes to be interviewed by evaluators. In the interview, contestants will answer questions about their promotional package such as, what they learned, methods used, message and intended audience.

Number of Presenters

An individual presentation is delivered by one person. A team presentation is delivered by up to three people. Team members should divide work equally. An uneven distribution of work will impact the evaluation. The team is evaluated as one unit.

Questions

Anyone may ask questions. Evaluators/judges ask questions first. Time for questions may be limited.

Attire

Appropriate attire for the occasion.

Other

Copyright laws must be observed.

4-H Promotional Package

Date: _____

Member Name: _____ Age: _____ Junior/Int (8-13) Senior (14-18)

Member Name: _____ Age: _____ Junior/Int (8-13) Senior (14-18)

Member Name: _____ Age: _____ Junior/Int (8-13) Senior (14-18)

County: _____ Title: _____



Indicate point value that most closely matches performance.

Performance	1 point	2 points	3 points	4 points	POINTS
Package					
Message	The main message is not clear.	The message is somewhat clear.	The message can be clearly distinguished.	The message is clear, understandable and appropriate for the target audience. Outstanding.	
Methods	Methods of promotion not suitable for message.	Methods of promotion adequate to promote message.	Methods of promotion good for promoting message.	All methods used in promotional campaign are excellent for promoting message to intended audience.	
Promotional Materials	Not organized, poorly written and/or not visually pleasing.	Somewhat organized, used adequate writing and visual appeal.	Mostly organized, good writing and visually appealing.	Thoughts well organized, well written and/or very pleasing visually.	
Originality	Not original or creative.	Somewhat creative.	Used creativity and originality well.	Excellent use of creativity and originality.	
Concept	Concept of promotional package not clear.	Concept of promotional package adequate.	Concept of promotional package well developed.	Concept of promotional package outstanding to convey message and reach intended audience.	
Copyright	Copyright rules not followed.	Some copyright rules followed.	Credit given appropriately and appears that copyright rules were followed.	Copyright rules were clearly followed, work was original or if open source, was attributed properly.	
Interview					
Presentation	Presentation of promotional package/items/campaign is unorganized.	Presentation of promotional package/items/campaign follows a logical progression.	Presentation of promotional package/items/campaign shows skill and creativity in organization.	Presentation of promotional package/items/campaign shows a strong structure that enhances effect of the presentation.	
Voice, Manner and Appearance	Volume, enunciation, appearance, body language or gestures need improvement.	Volume, enunciation and appearance and mannerisms are appropriate.	Volume, enunciation, appearance and mannerisms are presented with business-like conduct and style.	Volume, enunciation, appearance and mannerisms are presented with professional demeanor and personal style.	

Ribbon Placings: BLUE 32-24 points RED 23-16 points WHITE 15 points and below

Presentation Time _____

TOTAL POINTS _____

What did the 4-H member do particularly well?

What could the 4-H member have done differently to make the presentation more effective?

Evaluator's name: _____