



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.