

Jingle – Open Event!

EVENT OVERVIEW

Participation in this event will allow the individuals to demonstrate proficiency in creativity, development, and presenting to the customer. Participants will sell a product of their choice – real or fictitious – and create a 30 second commercial with a jingle. The commercial should be designed for radio.

The goal is to create a “jingle” that becomes memorable and could become recognizable as a symbol of the product – such as “have it your way” or “in the land of Dairy Queen”.

PROJECT & PERFORMANCE COMPETENCIES

- Sharing the Jingle
- Sharing the planning that went into developing the jingle
- Ability to answer questions

ELIGIBILITY

Up to four students per chapter in attendance at SBLC may participate in this event.

1. All participants must be on record in the FBLA state and national offices as paying dues.
2. Participants failing to report on time will not be permitted to compete.
3. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

PROJECT GUIDELINES

1. Each participant’s presentation must be the result of his/her own efforts.
2. Including playing the Jingle, presentations should be no longer than three (3) minutes.
3. No visual aids may be used
4. When delivering the demonstration, the participant may use notes, and note cards.
5. During the presentation, students should identify their plan, their development of the jingle, and who their target audience is.
6. Dress code must be followed.
7. Copyright laws must be adhered to.

PERFORMANCE GUIDELINES

There will only be one round of competition!

1. The individual must perform all aspects of the presentation (e.g., speaking, setup, operating equipment). Other members of the chapter may not provide assistance.
2. Two (2) minutes will be allowed to set up equipment.
3. A television screen, HDMI cable with power, and table will be provided.
4. Each presentation should be three (3) minutes in length, and should include playing of the Jingle.
5. A timekeeper will stand at the end of two (2) minutes to signify there is one minute left. When the presentation is finished, the time used by the participant will be announced, noting a deduction of five (5) points for any time over three (3) minutes.
6. Following the three (3) minute presentation there will be a one (1) minute question and answer period with the judges.
7. Performances are not open to conference attendees.

JUDGING

The presentations will be evaluated by a panel of judges. All decisions of the judges are final.

STATE AWARDS

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be ten (10).

This is a STATE ONLY event. No winners will advance to Nationals.

WAFBLA JINGLE!

Rating Sheet

Final Round

(Mark one score per row AND write score in the far right column)

Expectation Item	Not Demonstrated		Below Expectations		Meets Expectations		Exceeds Expectations		Points Earned
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Content

Suitable opening statements or remarks (questions?)	0	<input type="radio"/>	3	<input type="radio"/>	7	<input type="radio"/>	10	<input type="radio"/>	
Overall presentation involved the judges	0	<input type="radio"/>	3	<input type="radio"/>	7	<input type="radio"/>	10	<input type="radio"/>	
Jingle is memorable and creates a tune in judge's head	0	<input type="radio"/>	3	<input type="radio"/>	7	<input type="radio"/>	10	<input type="radio"/>	
Information created desire for the product/service	0	<input type="radio"/>	3	<input type="radio"/>	7	<input type="radio"/>	10	<input type="radio"/>	

Organization

Appropriate level of detail to help "sell" the product	0	<input type="radio"/>	3	<input type="radio"/>	7	<input type="radio"/>	10	<input type="radio"/>	
Had a clear beginning, middle, and end	0	<input type="radio"/>	3	<input type="radio"/>	7	<input type="radio"/>	10	<input type="radio"/>	
Effective and memorable conclusion—You want to buy!	0	<input type="radio"/>	3	<input type="radio"/>	7	<input type="radio"/>	10	<input type="radio"/>	

Delivery

Good eye contact	0	<input type="radio"/>	3	<input type="radio"/>	7	<input type="radio"/>	10	<input type="radio"/>	
Did not read from notes and delivered effectively	0	<input type="radio"/>	3	<input type="radio"/>	7	<input type="radio"/>	10	<input type="radio"/>	
Professional tone and language	0	<input type="radio"/>	3	<input type="radio"/>	7	<input type="radio"/>	10	<input type="radio"/>	
Enthusiastic or engaging delivery	0	<input type="radio"/>	3	<input type="radio"/>	7	<input type="radio"/>	10	<input type="radio"/>	
Demonstrated self confidence	0	<input type="radio"/>	3	<input type="radio"/>	7	<input type="radio"/>	10	<input type="radio"/>	

Performance Subtotal (120 max)

Penalty Points (Mark all that apply)

Time over 7 minutes	-5	<input type="radio"/>	Dress Code not followed	-5	<input type="radio"/>	Event Guidelines not followed	-5	<input type="radio"/>	Total Penalty	-
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Performance Grand Total

Name: _____

School: _____

State: _____

Judges Signature: _____

Date: _____

Judge's Comments: