



Marketing Contest presented by **MNP**

"Marketing is no longer about the stuff that you make, but about the stories you tell" ~ Seth Godin

Objective:

- ✓ To showcase our youth's ability to market themselves as highly contributing community and industry members

Topics:

- ✓ **Junior (9 – 11): My favorite part of farming and/or ranching is...**
 - Examples may include: overall livestock tasks, seeding, haying, etc.
- ✓ **Intermediate (12 – 14): I contribute to my farming and/or ranching operation by...**
 - Examples may include: financial forecasting, livestock marketing, animal husbandry, etc.
- ✓ **Senior (15 – 21): Agriculture Consultant Position Application**
 - Full time position open to applicants 15 – 21 who demonstrate a passion for primary agriculture production; position requires a combination of hands on engagement and strategic interaction with primary production clients; applicants should articulate their top skills and achievements that celebrate their talents and abilities to differentiate themselves as the successful candidate

Contest Details:

- ✓ Sign-up for Marketing Times available at Synergy Registration
- ✓ Five minutes to orally present your personal "salespitch", "storyline" or "buy-line" with five minutes allocated for questions, feedback and general conversation with marketing judges; 10 minutes maximum
- ✓ Judges are encouraged to interact and provide instant feedback on sales talk improvements
- ✓ Promotional Items to reinforce branding are optional and may include, but certainly not limited to, business cards, brochures, magnets, swag, etc.

Evaluation Criteria:

- ✓ Strategy ~ 40 Points; Execution ~ 30 Points; Creativity ~ 20 Points; Promotional Items ~ 10 Points
- ✓ Prizing awarded to Champion & Reserve of each age category