



Future Business Leaders
AEC DECA
Semester Exam

EVENT SITUATION



You are to assume the role of **Marketing Consulting of OverDrive Social Media** and your client, Red Rock Running Company (RRRC), a Las Vegas-based specialty running store with two locations, one in Green Valley and one in Centennial Hills. RRRC is known for its specialty running supplies (shoes, clothing, equipment & accessories) targeted at the 'Average Runner'.

However, the COVID-19 pandemic has severely limited the amount of customers who feel comfortable shopping in the store. Mark Jimenez, RRRC's owner, said that although his 2020 sales have already surpassed 2019, he worries that another shutdown is looming and December's sales numbers are declining. Mr. Jimenez says that his stores have collected data on their customers and know that a repeat customer is more likely to shop at the store than a new customer. RRRC also knows that a repeat customer is more valuable than a new customer.

Mr. Jimenez has expressed concern that the amount of customers (both new and repeat) coming into the store will continue to decline. He has asked you, the Marketing Consultant, to find creative ways to attract customers while keeping advertising costs low.

Film a 3-5 minute response where you address Mr. Jimenez and include the following in your presentation:

*Explain what a 'Return on Investment' is as it relates to advertising. Mr. Jimenez has shared that his typical 'Return on Ad Spend' hovers around 30%.

*Discuss why repeat customers have more value than new customers.

*Create a plan to attract more customers -- particularly those who may feel unsafe shopping during the pandemic. Give a specific plan to maintain your existing customers and also present a marketing strategy to attract new customers.

Did the participant...?

	Little / No value	Below Expectations	Meets expectations	Exceeds expectations
Explain what a Return on Investment is as it relates to ad spend?	1 2 3 4 5	6 7 8 9 10	11 12 13 14	15 16 17 18
Discuss why repeat customers have more value than new customers	1 2 3 4 5	6 7 8 9 10	11 12 13 14	15 16 17 18
Create a meaningful plan to maintain repeat customers and find new customers?	1 2 3 4 5	6 7 8 9 10	11 12 13 14	15 16 17 18
Dress in professional attire (Shabbat wear)?	0	5	10	
Show warmth and competence during a video 'interview'?	0 1	2 3	4 5	6 7
Communicate Clearly?	0 1	2 3	4 5	6 7

Strengths:

Areas of improvement:

Total _____ / 78