



COMPETITION STAGE 2:

VIDEO, FINAL REPORT, IN-PERSON PRESENTATION, AND AWARDS

Three (3) selected Finalists will be tentatively invited to Ocean Spray's Headquarters on July 30th. This will be confirmed approximately 4 weeks prior to the Finals date. If travel is not feasible due to safety and health considerations, or for any other reason, a remote presentation event will be planned.

The top three (3) finalists will be asked to prepare:

- a marketing video
- edible prototypes for judging (quantity to be confirmed pending remote or in-person Finals event)
- a final written report
- an oral presentation

A) VIDEO (20%)

1. Create a video (≤ 30 seconds) about your new product. Imagine this video as a potential way to market your new product online and through social media.
2. Video proposals must be uploaded/submitted by teams in one of the following formats: .MOV, .AVI, .WMV, MP4, or .MPEG4 to Ocean Spray® Product Development Competition portal by 11:59 pm EST July 10, 2020.
3. Videos must NOT mention any school affiliation to maintain anonymity while judging.
4. Video files must not exceed 30 seconds.
5. Videos using inappropriate language, actions, etc. will be immediately disqualified.

B) FINALIST WRITTEN REPORT (40%)

All finalists will be asked to prepare a final report that will be evaluated by a cross-functional team at Ocean Spray Cranberries, Inc.

6. Finalist reports must be uploaded in .doc format to the Ocean Spray® Student PD Competition Portal by 11:59 pm EST July 10, 2020.
7. To maintain anonymity during judging, the title page and list of team members should be located on the first page which will be removed to maintain anonymity during judging.
8. Finalist reports are limited to 15 pages (excluding references, title page and photographs), and must be formatted in Times New Roman font, size 12, double spaced, with 1" margins.
9. One colored photograph of the product should be included in the final report.
10. Teams should include the following in the final report:



- Executive summary
- Product description
- Description of product originality
- Description of product fit with Ocean Spray® brand
- Market analysis & competitive assessment
- Strategic overview for target consumer
- Formulation and development description
- Process description
- Ingredient statement
- Nutrition Information (i.e. calories/serving) & nutrition label
- Sensory and/or consumer testing (if feasible)
- Product package (if applicable)
- Shelf-life, food safety, and regulations
 - Hazard Analysis (HAACP)
 - State, federal, and other regulations
- Estimated retail price point & cost analysis
- Prototype photograph(s)
- Approach to challenges & limitations
- References

C) ORAL PRESENTATION & PRODUCT SAMPLING (40%)

1. Finalists will be asked to present an oral presentation that should not exceed 20 minutes. Following team presentations judges will ask questions.
2. A presentation template will be provided to the three (3) competition finalists.
3. Finalist presentations must be submitted via the Ocean Spray® Student Product Development Website/Portal by 11:59 pm EST July 10, 2020 in PowerPoint format.
4. If traveling to Ocean Spray in person, finalists will be required to prepare enough samples to serve 20 people. If a remote event is scheduled instead, Ocean Spray will work with the finalists to ship sufficient samples for the judges to evaluate.
5. The oral presentation and product sampled will account for 40% of the total score as determined by the judges.

D) AWARDS, COMMUNICATIONS, AND PANEL DECISION

Awards will be granted based on performance in the Finalist Evaluation Criteria.

AWARD CEREMONY

1. The award ceremony will take place on July 30th, 2020 following finalist oral presentations and activities.
2. Three awards will be granted based on final judging decisions.
 - 1st place: \$5,000
 - 2nd place: \$3,000



- 3rd place: \$2,000
- 3. In the event that a team entry is selected for an award, Ocean Spray Cranberries, Inc. shall issue the respective prize sum, divided evenly to each respective team member as well as any of the student's reimbursements from the trip.
- 4. Taxes on awards are the sole responsibility of the winning team members.
- 5. Finalist team members must submit completed W9 tax forms prior to the competition to avoid delay of award payment.

COMMUNICATION AND MARKETING

- All submissions may be used at the discretion of Ocean Spray Cranberries, Inc., including but not limited to the communication and marketing of the Student Product Development Competition.

JUDGING PANEL AND DECISION

- The judging panel will be comprised of Ocean Spray Cranberries, Inc. employees from across the organization, including but not limited to, Research and Development, Marketing, and Sales.
- All judging decisions will be final and distribution of judge comments will be at the discretion of Ocean Spray Cranberries, Inc.

E) RESOURCES AND CONTACT INFORMATION

Please contact pdcompetition@oceanspray.com with any questions. Please visit the Ocean Spray® Student Product Development Portal for important updates and communications concerning the Ocean Spray Cranberries, Inc. 6th Annual Student Product Development Competition.