

2026–2027 Competitive Events Guidelines

Digital Design & Communications Case Competition



Digital Design & Communications Case Competition challenges members to analyze a case study and develop a creative strategy that addresses various aspects of digital communication. Members present their findings and solutions to a panel of judges, showcasing skills in areas such as branding, social media campaigns, marketing plans, graphic design, website prototypes, video production, and multimedia presentations.



Event Overview	
Division	Collegiate
Event Type	Team of 1, 2, 3, or 4 members
Event Category	Case Competition
Event Elements	Presentation with a Topic

Event Information:	
National Leadership Conference: Timing Structure: • Equipment Set-Up: 3 minutes ○ No interaction allowed with judges during this time. • Presentation: 10 minutes ○ A one-minute warning will be provided • Question & Answer (Q&A): 5 minutes Important: Time allocations are exclusive. The presentation must begin immediately after the 3-minute set-up time concludes. Time may not be shifted between segments. Competitors will not interact with judges during the set-up period. Important Notes: • Internet Access: Provided ○ Please be aware that internet access at conference venues may be unreliable. Always prepare a backup plan in case the connection is lost or does not work with your device. • Event Schedule Notes: ○ Some events may begin before the Opening Session. ○ All schedules are posted in local time for the NLC host city. ○ Schedule changes are not permitted.	State Leadership Conference: This event will not be offered at the State Leadership Conference. Any event not offered at SLC will be considered an “open event,” and members will be allowed to register to compete at the National Leadership Conference on a first come, first served basis, using the Colorado FBLA NLC Intent Form. Check the SLC Call to Conference for more information.

*** Event specifics are continued below. Review the document in its entirety.

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The case competition and rating sheet can be found starting on page 5. **The business entity should not be contacted for additional information.** This case competition for educational purposes only, offering a real-world scenario to help FBLA Collegiate members develop critical skills. This year’s case competition was created in partnership with [CaseBasix](#).



Classrooms to Corporate boardrooms: [CaseBasix](#) fast-tracks student potential into real-world success.

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National Leadership Conference

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Technology and presentation items • Photo identification • Conference-provided nametag • Attire that meets the FBLA Dress Code	• Table

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline:** FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Conference Registration:** Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement:** To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits:** Each state may submit up to four entries per event.
- **Event Participation Limits:** Each member may participate in:
 - Two individual or team events, and
 - One chapter event (e.g., *Community Service Project* or *State of Chapter Presentation*).
- **Competitor Responsibility:** Only registered competitors are permitted to plan, research, prepare, and set up their presentations. Advisers and others may not assist.
- **Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **Late Arrivals:** Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. If judges have left the competitive event area, it is no longer possible to compete. Five penalty points will be assessed for late arrivals in any competitive event.

Event Administration

This event consists of two phases: a preliminary presentation and a final presentation.

Preliminary & Finals Presentation Details

Venue & Format

- Presentations occur in-person at the National Leadership Conference (NLC).
- Competitors/teams are randomly assigned to presentation sections.
- Presentations will take place in a large, open area with a designated space of approximately 10' x 10', which includes a table and chairs for the judges.
- The preliminary round is closed to conference attendees and audience.

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Technology Guidelines

- **Internet Access:** Provided (*Please be aware that internet access at conference venues may be unreliable. Always prepare a backup plan in case the connection is lost or does not work with your device.*)
- Presentations must be delivered using one or two personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- If using two devices, one must face the judges and the other must face the presenters.
- Projectors and projector screens are not permitted, and competitors may not bring their own.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- External speakers are not allowed; audio must come directly from the presenting device(s).
- Electricity will not be available.

Non-Technology Items

- Visual aids, samples, notes, and other physical materials related to the project may be used.
- Items may be placed on the provided table or on the judges table, if space allows.
- No items may be left with the judges following the presentation.

Restricted Items

- Animals, except for authorized service animals.
- Food, which may be used for display only and may not be consumed by judges.
- Links and QR codes, which may be shown but may not be scanned or clicked by judges at any time.

Research

- Information must be supported by credible, well-documented sources.
- Any use of copyrighted material, images, logos, or trademarks must be properly documented.

Team Expectations

- In team presentations, all members must actively participate in the delivery of the presentation.

Final Presentation Details

The presentation guidelines outlined above will apply to the final presentation.

Advancement to Finals

- The top-scoring competitors or teams from each preliminary section will advance to the final round in equal numbers.
- The number of competitors or teams advancing to the final round depends on the number of preliminary sections:
 - 2 sections: Top 6 from each section advance
 - 3 sections: Top 4 from each section advance
 - 4 sections: Top 3 from each section advance
 - 5 sections: Top 3 from each section advance
 - More than 5 sections: Top 2 from each section advance

Scoring

- Preliminary round scores are used to determine which competitors or teams advance to the final round from each section.
- Final round scores determine the final rankings and top award winners.

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- Judges are responsible for breaking all ties in both preliminary and final rounds.
- All judging decisions are final. Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Recording of Presentations

- Unauthorized audio or video recording is strictly prohibited in all competitive events.
- FBLA reserves the right to record presentations for educational, training, or archival purposes. Competitors should be aware that their presentations may be recorded by FBLA-authorized personnel.

Important FBLA Documents

- Competitors should be familiar with the [Competitive Events Operations Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

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*This case is for educational purposes only, offering a real-world scenario to help FBLA Collegiate members develop critical reasoning and casing skills. These skills can be applied to careers like consulting, finance, etc. The case needs to be solved with independent research using publicly available information and your own business acumen skills. **The business entity should not be contacted for additional information.***

Overview and Background Information

Client: Publix Super Markets, Inc.

Project: Brand Refresh & Digital Design for Regional Expansion in USA

Publix Super Markets, Inc., founded in 1930 and headquartered in Lakeland, Florida, is one of the largest employee-owned companies in the United States, operating more than 1,300 supermarkets across the Southeastern United States. Long recognized for its customer service and its promise that "shopping is a pleasure," Publix is entering a strategic growth phase, continuing its expansion into new Southeastern and Mid-Atlantic markets and working to connect with a new generation of shoppers. For the purposes of this case, Publix is preparing a brand refresh that modernizes its visual identity and digital presence while honoring its heritage of quality, community, and associate ownership. This refresh presents an opportunity to align the company's look and feel with its expanded regional footprint and to strengthen engagement through modern marketing collateral and social media outreach.

Your Task

You have been contracted by Publix as a digital design consultant.

The CEO has tasked your team with delivering a refreshed brand identity that positions Publix as a modern, welcoming, community-rooted grocery leader as it grows across the US.

Before you begin, take time to understand the sector you will be designing for. [Click here to explore what the grocery store industry entails](#) and to build the context you will need to create a credible, on-brand strategy.

Additional Note: Your deliverables should draw on Publix's current and past logos, brand colors, and marketing materials, and must reflect the company's expanded regional presence while maintaining the integrity of its long-standing commitment to customer service, fresh quality, and community.

Deliverables

Your final presentation should include:

1. **Logo Redesign:**
 - a. A refreshed logo that modernizes the Publix identity while honoring its heritage and expanded regional reach.
 - b. Explanation of design choices, color palette, and typography in a brand book that explains proper use of the new designs.
2. **Store-front Redesign:**
 - a. A rendition of what the new storefront could look like. You can take a sample store front and re-design that with the new logo, materials
3. **Posters & Flyers:**
 - a. A professional, visually appealing flyer outlining who Publix is, whom they serve, and the services, departments, and community programs offered.
 - b. Designed for use at community events, partner meetings, and digital distribution.

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4. **Banners:**

- a. Design a new banner for use at store grand openings and community events.

5. **Social Media Assets:**

- a. A consistent and engaging look for digital use including:
 - b. Profile icon
 - c. Facebook/ X banner
 - d. Instagram/TikTok story highlight covers
 - e. Post template for announcements, promotions, or store openings

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Digital Design & Communications Case Competition Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Understanding of Client & Brand Alignment	Does not demonstrate understanding of Publix or the brand challenge.	Shows limited understanding of brand, customer, or growth goals.	Clearly connects designs to Publix’s brand, values, and growth goals.	Demonstrates strong insight into Publix’s heritage, customer experience, and future growth.	
	0 points	1-6 points	7-13 points	14-15 points	
Logo Redesign & Brand Identity	Logo or brand identity is missing or unrelated.	Redesign is limited, inconsistent, or weakly justified.	Creates a professional logo and clear brand standards.	Creates a distinctive, polished identity with strong design rationale and brand guidance.	
	0 points	1-6 points	7-13 points	14-15 points	
Storefront Redesign	Storefront redesign is missing or unrelated.	Concept shows limited brand integration or visual cohesion.	Creates a professional storefront aligned with the refreshed brand.	Creates a distinctive, realistic storefront that strongly extends the brand experience.	
	0 points	1-4 points	5-8 points	9-10 points	
Flyer Design	Flyer is missing or incomplete.	Information or design lacks clarity, hierarchy, or brand consistency.	Creates a clear, professional, on-brand flyer.	Creates an engaging, polished flyer with strong visual impact.	
	0 points	1-2 points	3-4 points	5-6 points	
Banner Design	Banner missing or unusable for display.	Design included but text or visuals are hard to read from distance.	Clear and visually appealing; suitable for event or booth use.	Eye-catching and highly professional; excellent use of space and readability optimized for large-format display.	
	0 points	1-2 points	3-4 points	5-6 points	
Social Media Asset Suite	No social media materials included or designs are inconsistent.	Minimal set of assets; lacks cohesion or digital readiness.	Consistent, engaging designs suited for multiple platforms.	Dynamic, on-brand social suite; visually unified and optimized for engagement and adaptability.	
	0 points	1-2 points	3-4 points	5-6 points	
Consistency Across Deliverables	Deliverables are visually inconsistent and disconnected.	Some consistency but noticeable discrepancies in style or color usage.	Visual and thematic consistency is maintained across all materials.	Strong, unified brand presence across all pieces; consistent tone, style, and professional polish.	
	0 points	1-5 points	6-10 points	11-12 points	
Presentation Delivery					
Statements are well organized and clearly stated	Competitor(s) did not appear prepared	Competitor(s) seemed prepared, but flow was not logical	Presentation flowed in logical sequence	Presentation flowed in a logical sequence; statements were well organized	
	0 points	1-4 points	5-7 points	8-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Competitor(s) did not demonstrate self-confidence	Competitor(s) demonstrated self-confidence and poise	Competitor(s) demonstrated self-confidence, poise, and good voice projection	Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness	
	0 points	1-4 points	5-7 points	8-10 points	
Demonstrates the ability to effectively answer questions	Unable to answer questions	Does not completely answer questions	Completely answers questions	Interacted with the judges in the process of completely answering questions	

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	0 points	1-4 points	5-7 points	8-10 points
Presentation Protocols				
Adherence to Competitive Events Guidelines	Competitor(s) Did Not Follow Guidelines	Execution Aligned with Guidelines: ✓ Used only allowable technology devices (sizing specs followed; maximum of two, with only one facing judges at a time) ✓ Presentation aligned with the assigned topic ✓ Maintained professional boundaries during set-up time (no interaction with judges) ✓ Did not leave materials behind after the presentation ✓ Links or QR codes were displayed appropriately (not clicked or scanned by judges) ✓ Audio was presented without external speakers - Avoided use of food or live animals		
	0 points	1- 10 points		
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)				
Presentation Total (110 points)				
Name(s):				
School:				
Judge Signature:				Date:
Comments:				