

## SCORING RUBRIC

Entrants were asked to include a creative brief (250 words), marketing objectives (75 words), target audience (50 words), research and planning (100 words), messaging (50 words) and results/impact (100 words).

### 1. CREATIVE BRIEF (15 POINTS)

- The entrant clearly stated why their entry should win

### 2. MARKETING OBJECTIVES (20 POINTS)

- The entrant clearly conveys their firm's objectives
- The piece/program is reflective of the firm's objective

### 3. TARGET AUDIENCE AND RESEARCH/PLANNING (20 POINTS)

- The entrant clearly defines their target audience
- The entrant explains the research conducted prior to planning

### 4. CONTENT MESSAGE (15 POINTS)

- The entrant describes their intended message and/or call to action
- Concept appeals to the target audience

### 5. RESULTS (20 POINTS)

- Entrant discusses the results/impact (5 pts.)
- Entrant provides evidence that they reached their target audience either through testimonials, feedback or other means from the target audience that aligned with their objectives
- Entrant clearly states whether or not they achieved their sales goal or gained new clients

### 6. CONTENT DELIVERABLE (20 POINTS)

- Quality of overall look and feel of the entry
- The use of graphics, color, composition, type, photographs, and illustration is conducive to those of a high quality display
- Entry is reflective of the messaging and/or objectives listed in objective

## QUESTIONS?