

JUDGING RUBRIC

1. CLARIFICATION STATEMENT (OVERALL 40 POINTS)

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).

- a. The entrant clearly stated why their entry should win (8 pts.)
- b. The entrant clearly conveys their firms objectives (8 pts.)
- c. The entrant clearly defines their target audience (8 pts.)
- d. The entrant explains the research conducted prior to planning (8 pts.)
- e. The entrant describes their intended message and/or call to action (8 pts.)

2. RESULTS (OVERALL 20 POINTS)

- a. Entrant discusses the results/impact (5 pts.)
- b. 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 (5 pts.)
- c. Entry is distinct and innovative (5 pts.)
- d. Entrant clearly states whether or not they achieved their sales goal or gained new clients (5 pts.)

3. EFFECTIVENESS OF COPY AND CONCEPT (OVERALL 20 POINTS)

- a. Concept appeals to the target audience (10 pts.)
- b. The piece/program is reflective of the firm's objective (10 pts.)

4. CONTENT DELIVERABLE (OVERALL 20 POINTS)

- a. Quality of overall look and feel of the entry (5 pts.)
- b. Entry is reflective of the messaging and/or objectives listed in objective (5 pts.)
- c. Entry is distinct and innovative (5 pts.)
- d. The use of graphics, color, composition, type, photographs, and illustration is conducive to those of a high quality display (5 pts.)

QUESTIONS?