

Category

Title of Entry

BACKGROUND + PLANNING

12 Points (2 points per item)

- Did the entry provide a brief overview for how the entry fit into the overall communication plan by identifying a specific communications issue or opportunity?
- What research (e.g. audit, focus group, environmental scan) was identified to determine the usage of this particular tactic?
- Was the tactic's audience clearly identified?
- Are the communications goals and desired outcomes clearly stated?
- Were key message points present?
- Was a baseline and/or process defined to gauge the program's success?

Comments

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TECHNICAL EXCELLENCE, CREATIVITY, QUALITY

20 Points (4 points per item)

- How appropriate and how well integrated was the tactic to an overall communications strategy?
- Is this tactic an example of an industry best practice?
- Is the tactic unique compared to similar executions you've observed?
- How strong was the tactic's execution in terms of: budget, appearance, text, graphics, production and delivery?
- How creative/effective was the tactic's execution?

Comments

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EVALUATION

10 Points (2 points per item)

- How was the tactic's effectiveness or success measured?
- Did the entry document feedback the tactic received (by the audience, the client, etc.)?
- Did the tactic's content effectively target key audiences?
- Were the intended goals and desired outcomes reached?
- Did the tactic meet budget and deadline requirements?

Comments

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SCORE
(out of 42 points)

Judge # (of 2 per entry)

Judge's Name