

Category	Title of Entry
----------	----------------

Scale	1 Unacceptable	2 Poor	3 Fair	4 Average	5 Good	6 Excellent	7 Superb
--------------	--------------------------	------------------	------------------	---------------------	------------------	-----------------------	--------------------

RESEARCH	<input style="width: 30px; height: 30px;" type="checkbox"/> 7 Points	<ul style="list-style-type: none"> How thorough and relevant was the research to the overall planning, audience identification? Did the research reflect a clear need or opportunity? Was original/secondary research undertaken to achieve desired results? How clearly were a baseline and/or process defined by which to gauge the program's success? 	Comments <hr/> <hr/> <hr/> <hr/> <hr/>
-----------------	-------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------

PLANNING	<input style="width: 30px; height: 30px;" type="checkbox"/> 7 Points	<ul style="list-style-type: none"> Did the plan clearly define its objectives? How well did the objectives support the organization's overall goals? Did the strategy reflect research findings and support objectives? How original was the strategy? How thorough was the plan? 	Comments <hr/> <hr/> <hr/> <hr/> <hr/>
-----------------	-------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------

EXECUTION/IMPLEMENTATION	<input style="width: 30px; height: 30px;" type="checkbox"/> 7 Points	<ul style="list-style-type: none"> How appropriate were the tactics to achieving objectives and executing strategy? How creative were the tactics? How well were the tactics implemented? How integrated were the various tools with one another? How efficient was the execution of tactics in relation to resources (personnel and budget)? 	Comments <hr/> <hr/> <hr/> <hr/> <hr/>
---------------------------------	-------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------

EVALUATION	<input style="width: 30px; height: 30px;" type="checkbox"/> 7 Points	<ul style="list-style-type: none"> How successful was the organization in achieving its objectives? How thorough and relevant were analysis and quantification of results? Did the results clearly reflect original strategy and planning? Were there continuous opportunities for learning and/or program refinement? 	Comments <hr/> <hr/> <hr/> <hr/> <hr/>
-------------------	-------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------

CREATIVITY & TECHNICAL EXCELLENCE	<input style="width: 30px; height: 30px;" type="checkbox"/> 7 Points	<ul style="list-style-type: none"> To what extent did the program's creativity help accomplish the goals? How strong was the program's execution (based on budget and scope) in terms of: appearance, grammar/language, images/graphics, production and delivery? 	Comments <hr/> <hr/> <hr/> <hr/> <hr/>
----------------------------------------------	-------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------

SCORE <small>(highest possible score = 35 points)</small>	
---------------------------------------------------------------------	--

Judge # (of 2 per entry)

Judge's Name