

## Program Entries - Individual Judging Sheet

Entry Name: \_\_\_\_\_

Entry Number/Category: \_\_\_\_\_

**Corporate | Not-For-Profit | Student** (please circle one)

### Judging Criteria

All entries will be judged in the first four areas listed below. Each category may receive the points indicated, with a 40 representing a perfect score.

#### **Insights and Analysis-10 points total**

**Score:** \_\_\_\_\_

(Suggested Criteria: What methods/ strategies/ tools were implemented to arrive at your insights into and analysis of the campaign? What type of research did you use – primary, secondary or both, to arrive at your insights/ analysis? Primary research involves original researching, including focus groups, interviews, data and analytics software and surveys. Secondary research involves searching existing resources for information or data related to a particular need, strategy or goal (e.g., online computer database searches, Web-based research, library searches, industry reports and internal market analyses).)

**Comments:**

#### **Planning-10 points total**

**Score:** \_\_\_\_\_

(Suggested Criteria: How did the plan correlate to the insights gathered at the end of the campaign? What was the plan in general terms/ What were the specific, measurable objectives of the plan? Who were the target audiences? What was the overall strategy used? What was your budget?)

**Comments:**

#### **Execution-10 points total**

**Score:** \_\_\_\_\_

(Suggested Criteria: How was the plan executed, and what was the outcome? How did the activities flow in general terms? What were the key tactics? Were there any difficulties encountered? If so, how were they handled? Were other organizations involved? Were nontraditional public relations tactics used, such as advertising? (Unless you are entering this program under "Integrated Communications," advertising costs should not exceed one-third of the budget).)

**Comments:**

#### **Evaluation-10 points total**

**Score:** \_\_\_\_\_

(Suggested Criteria: What methods of evaluation were used? What were your results? How did the results compare to the specific, measurable objectives you identified in the planning section? How well do the results reflect original strategy and planning?)

**Comments:**

**Total Score:** \_\_\_\_\_

**Signature of Judge:** \_\_\_\_\_