

Entry Title/Company _____

Category # _____ Section # _____ Total Score: _____

Directions:

- 1) Review each project.
- 2) Write a minimum of three positive comments about this entry. List any suggestions that would improve this project. *Use the Division II description criteria and entry requirements as a guideline. If scores reflect poor work, please ensure corresponding feedback is provided.*
- 3) Total the points and place the score in the space above.
- 4) Return judging forms along with the tally sheets in the packet provided.

Judging Criteria:

Objectives – 20 points Total Score: _____

- Are the objectives for the use of the particular tactic clear and concise?
- Are the objectives measurable?
- Did the objectives assist in shaping the tactic to achieve desired results?
- Did the objectives help establish the baseline for program success?
- Was the target audience clearly stated in the objectives?

Comments:

Creativity/Quality – 25 points Total Score: _____

- Does the entry reflect a creative/unique approach and original thought for the project?
- Was the use of creative techniques appropriate for the stated audience?
- Does the project reflect a professional use of a variety of creative tools/resources (graphics/art, photos, writing/copy, website design, giveaways, visuals, etc.)?
- Does the end product reflect a high quality standard?

Comments:

Technical Excellence/Results – 25 points Total

Score: _____

- How appropriate were the tactics to achieving objectives/executing strategy?
- How well did the employment of the tactics influence project results?
- Were public relations / business communications tools integrated in the execution?

Comments:

Evaluation – 15 points Total

Score: _____

- How successful was the organization in achieving its objectives?
- Did the tactics clearly assist in achieving the desired results?
- Are there indications that the tactics reached the stated audience effectively?

Comments:

Supporting Materials / Project Content – 15 points

Score: _____

- Do materials reflect a professional approach and presentation?
- Are the tactics components effective in getting attention?
- Given the category, are the materials of expected quality?
- At-a-Glance Description was no more than 100-word description?
- Provided a summary that was no more than ONE-PAGE?

Comments: