

Strategy-Focused Categories (1, 2, 3,19, 20, 21,27, 40, 41, 42, 45, 46, 47)

Execution (25%) – 1600 characters

The overall look, feel and delivery of the entry. This includes all craft elements like design, art direction, copy, illustration, photography, visual effects, use of medium and excellence of delivery.

Judging Questions:

Given the business need or opportunity and audience analysis, how effective is the creative approach?

To what extend does the entrant:

- Demonstrate strategic creative;
- Clearly explain how the business needs, audiences and objectives are aligned with the creative approach, tactics or media channels;
- Analysis of the audience taken into account when developing key messages;
- Demonstrate that the creative solution is aligned with the business need, opportunity or problem.

8-10 Outstanding, Strong Depth of Information	5-7 Average	0-4 Inadequate, Missing Information, Poor
Unique and effective creative approach to meet business need.	Creative solution aligned with business need and audience analysis.	No key messages.
Well thought out key messages, linked to audience segment.	Includes key messages that reinforce objectives.	Creative solution doesn't address business need.
Thorough explanation of how creative solution links to business need, audiences and objectives.	Includes tactical implementation plan.	Creative rationale inappropriate for business need, opportunity or problem.