

Digital-Focused Categories (11, 33, 34, 35, 36, 37, 38, 39, 43, 44)

Planning and Development (25%) – 2000 characters

Overall strategy, planning and concept development. In addition to the ‘big idea’, this also considers the situational overview of the communication goals, how the goals were addressed, tactical targeting of the audience, market timing and other development strategy.

Judging Questions:

How well does the entrant explain the context for the entry by clearly establishing the business need and the related opportunity?

To what extent does the entrant:

- Explain the business need or opportunity, challenge or situational analysis;
- Use research to substantiate the need and inform the direction of the project;
- Clear goals and measurable objectives;
 - o What type of strategy was used?
 - o What benchmarks were used to measure the success?
- An understanding of the intended target audience;
- Tactics and timing;
- Measure digital results and identify multiple traffic acquisition channels and their performance

8-10 Outstanding, Strong Depth of Information	5-7 Average	0-4 Inadequate, Missing Information, Poor
Clear understanding of digital marketing and measurement. Shows top-level metrics such as conversions, time on page, and the number of sessions	Clear understanding of digital marketing and measurement. Shows top-level metrics such as conversions, time on page, and the number of sessions	Clear understanding of digital marketing and measurement. Shows top-level metrics such as conversions, time on page, and the number of sessions
Thorough explanation of research and how it helped inform the project and define the execution.	Speaks to how the business need was defined.	No information on how the need was identified.
Truly unique approach to audience analysis – segmentation to groups and identifies appropriate characteristics.	Audience listed with characteristics and needs that lead to choices of strategy, tactics, media and channels.	Audiences not listed or listed with vague, unsupported assumptions about characteristics.
A thoroughly explained and insightful approach to setting strategic goals and objectives leading to outstanding business results. Uses SMART formula - Specific, Measurable, Achievable, Relevant, Time-Framed.	States overall big picture goals, with no measurable objectives. Objectives not realistic or achievable.	No goals or measurable objective. If objectives are provided, they do not focus on the identified goal or business need.