

Creative-Focused Categories (4, 5, 6, 7, 8, 10, 12, 13, 14, 15, 16, 17, 18, 22, 23, 24, 24, 26, 28, 29, 30, 31, 32)

Results (25%) – 1800 characters

Industry and audience feedback, qualitative and quantitative results where available.

Judging Questions:

How well were the communication objectives met?

To what extend does the entrant:

- Align measurement with valid objectives;
- Demonstrate output-based and outcome-based results;
- Provide a thorough evaluation that supports the results along with supporting methodologies.

8-10 Outstanding, Strong Depth of Information	5-7 Average	0-4 Inadequate, Missing Information, Poor
Thorough and insightful explanation of measurement and evaluation tied to project objectives and includes supporting research methodologies.	Demonstrates alignment between measurement and objective.	Results don't address business need or relate to audience.
	Appropriate methodologies applied.	Measurement provided not tied to project objectives.
		Subjective results based on hearsay.