

## Strategy-Focused Categories (1, 2, 3, 22, 23, 24, 30)

### Planning and Development (50%) – 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;
- An understanding of the intended target audience;
- Tactics and timing.

8-10 Outstanding, Strong Depth of Information	5-7 Average	0-4 Inadequate, Missing Information, Poor
Thorough explanation of the business need or opportunity.	Business need or opportunity is clearly defined.	No background information on business need or opportunity and left to assumption.
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.

## 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.

### 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 extent 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.

### Creative-Focused Categories (4, 5, 6, 7, 8, 9, 10, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 25, 26, 27, 28, 29, 31, 32, 33, 34, 35)

#### **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;
- An understanding of the intended target audience;
- Tactics and timing.

<b>8-10 Outstanding, Strong Depth of Information</b>	<b>5-7 Average</b>	<b>0-4 Inadequate, Missing Information, Poor</b>
Thorough explanation of the business need or opportunity.	Business need or opportunity is clearly defined.	No background information on business need or opportunity and left to assumption.
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.

### Execution (50%) – 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 extent 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.

### 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 extent 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.

## Digital-Focused Categories (11, 36, 37, 38, 39, 40, 41, 42)

### 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.

### 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 extent 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.
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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.

## Results (50%) – 1800 characters

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

### Judging Questions:

How well were the communication objectives met?

To what extent 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.