

Public Service Competition Score Sheet 2020

Club:

Judge:

Campaign Guidelines

Scoring Criteria
Superior = 9-10
Very Good = 7-8
Satisfactory = 5-6
Unsatisfactory = 3-4
Unacceptable = 1-2

Objective: *Judged on completeness, clarity, and appropriateness*

Methodology used to choose the client

Client promotes a worthy cause

Reasoning for choosing this client

Addresses the needs of the client

Efficient systems/plans to orchestrate the campaign

Book Score (1-10)

Presentation Score (1-10)

Comments:

Judge's Score	Weighted	Score
	15%	
	10%	

Target Audience: *Judged on completeness, clarity, and appropriateness*

Definition of the target audience

Positioning to the final target audience

Book Score (1-10)

Presentation Score (1-10)

Comments:

Judge's Score	Weighted	Score
	15%	
	10%	

Strategy: *Judged on completeness, clarity, and appropriateness*

Appropriate campaign strategy

Methodology used to determine campaign strategy

Appropriately addresses the campaign objectives and the target audience

Book Score (1-10)

Presentation Score (1-10)

Comments:

Judge's Score	Weighted	Score
	20%	
	20%	

Execution: *Judged on quality, quantity, creativity/innovation, and appropriateness*

Demonstrates a complete, effective, cohesive, and creative solution to the client's needs

Execution fulfills the strategy and meets the objective of the campaign

Integration of other advertising methods (i.e. PR, social media, promotional, event, or non-traditional methods)

Book Score (1-10)

Presentation Score (1-10)

Comments:

Judge's Score	Weighted	Score
	15%	
	20%	

Media/Materials Used: *Judged on completeness, quantity, and appropriateness*

Efficient use of funds available for the campaign

Appropriate paid media strategy that meets campaign objectives and/or appropriate earned media used and acquisition strategy

	Judge's Score	Weighted	Score
Book Score (1-10)		10%	
Presentation Score (1-10)		10%	

Comments:

Results Attained: *Judged on completeness, clarity, and quality*

Campaign meets the established objectives

Effective and efficient use of resources available

Sufficient documentation of results attained (quantitative and/or qualitative)

	Judge's Score	Weighted	Score
Book Score (1-10)		5%	
Presentation Score (1-10)		5%	

Comments:

Professionalism Guidelines

Book Submission: *Judged on completeness and quantity*

Professional appearance of the book

Clearly and logically written narrative

Free of grammatical, spelling, and syntax errors

	Judge's Score	Weighted	Score
Book Score (1-10)		10%	

Comments:

Oral Presentation: *Judged on completeness, quantity, creativity/innovation, and appropriateness*

Campaign Presented in a well-prepared, clear, and logical manner

Smooth use of A/V and visuals

Compliance with competition rules/specifications

Provided complete and coherent answers to satisfy the judges' concerns

	Judge's Score	Weighted	Score
Presentation Score (1-10)		10%	

Comments:

COVID-19 Response: *Judged on clarity, creativity/innovation, and appropriateness*

Explain the impact to the campaign, and the campaign's response to, the COVID-19 pandemic.

Clearly address how the campaign adapted / pivoted in response to COVID-19 to support the client's mission and needs.

	Judge's Score	Weighted	Score
Book Score (1-10)		10%	
Presentation Score (1-10)		15%	

Comments:

Total Points

Judge's Score		Weighted Score

Max Score: 20 points