JUDGING CRITERIA

Digital Criteria (0 – 10)

1. Presentation
2. Is the work on brief?
3. Is there a big idea?
4. Is the big idea relevant and compelling?
5. Is the message clear?
6. Is the idea seamlessly integrated across digital channels?

Film/Print/Design Criteria (0-10)

1. Is the work on brief?
2. Creative Idea
3. Execution

Media Criteria (1-5)

1=Rethink Concept; 2=Needed More Work; 3=Good; 4=Very Good; 5=Excellent/Award Winning

1. Is the strategy and rationale ground-breaking, innovative & imaginative?

2. Was the strategy and rationale well-expressed & validated with sufficient justification?

3. Was there sound knowledge of the target audience?

4. Did they reveal an insight that informed the strategy?

5. Was there a good understanding of the category & the challenges?

6. Was there an evident single idea informing all brand's channel-thinking?

7. Any clear link between strategic recommendation & campaign execution?

8. Did participants work well together as a Team?

9. Did they communicate in a creative way?

10. Was material concise, well thought-through etc.?

11. Any mechanism for measurement recommended to provide early & clear indication of delivery against objectives?