

Category: _____ Title of Entry: _____

SCALE:	1	2	3	4	5	6	7
	<i>Unacceptable</i>	<i>Poor</i>	<i>Fair</i>	<i>Average</i>	<i>Good</i>	<i>Excellent</i>	<i>Superb</i>

RESEARCH - How thorough and relevant was the research to the overall planning, audience identification? - Did the research reflect a clear need or opportunity? - Was original/secondary research undertaken to achieve desired results? - How clearly were a baseline and/or process defined by which to gauge the program's success?	7 Points 	Comments
PLANNING - Did the plan clearly define its objectives? - How well did the objectives support the organization's overall goals? - Did the strategy reflect research findings and support objectives? - How original was the strategy? - How thorough was the plan?	7 Points 	Comments
EXECUTION/IMPLEMENTATION - How appropriate were the tactics to achieving objectives and executing strategy? - How creative were the tactics? - How well were the tactics implemented? - How integrated were the various tools with one another? - How efficient was the execution of tactics in relation to resources (personnel and budget)?	7 Points 	Comments
EVALUATION - How successful was the organization in achieving its objectives? - How thorough and relevant were analysis and quantification of results? - Did the results clearly reflect original strategy and planning? - Were there continuous opportunities for learning and/or program refinement?	7 Points 	Comments
CREATIVITY & TECHNICAL EXCELLENCE - To what extent did the program's creativity help accomplish the goals? - How strong was the program's execution (based on budget and scope) in terms of: appearance, grammar/language, images/graphics, production and delivery?	7 Points 	Comments
<p align="right">SCORE (highest possible score = 35 points)</p>		<p align="right"><i>Comments may be continued on the back of this page.</i></p>

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<p>RESEARCH</p> <ul style="list-style-type: none"> - How thorough and relevant was the research to the overall planning, audience identification? - Did the research reflect a clear need or opportunity? - How clearly were a baseline and/or process defined by which to gauge the program's success? 	<p>7 Points</p> 	<p>Comments</p>
<p>PLANNING</p> <ul style="list-style-type: none"> - Was the tactic's content clearly an extension of the research and overall plan and objectives? - Were key message points present in the content? - Was the audience for the tactic clearly identified? - Did the tactic's content effectively target the plan's key audiences? 	<p>7 Points</p> 	<p>Comments</p>
<p>EXECUTION</p> <ul style="list-style-type: none"> - How appropriate was the tactic to achieving objectives? - How well was the tactic implemented? - How integrated was the tactic in relation to plan's other components? 	<p>7 Points</p> 	<p>Comments</p>
<p>EVALUATION</p> <ul style="list-style-type: none"> - How successful was the tactic in achieving the plan's objectives? - How clearly were results tied back to the objectives? - Did the results clearly reflect original strategy and planning? If not, were the differences justified? 	<p>7 Points</p> 	<p>Comments</p>
<p>TECHNICAL EXCELLENCE</p> <ul style="list-style-type: none"> - Do graphic or communications elements set the entry apart? - How strong was the tactic's execution (based on budget and scope) in terms of: general appearance, grammar/language, images/graphics, production and delivery? 	<p>7 Points</p> 	<p>Comments</p>
<p>CREATIVITY/QUALITY</p> <ul style="list-style-type: none"> - How appropriate was the tactic to achieving the program's objectives? - How creative/effective was the tactic's execution? 	<p>7 Points</p> 	<p>Comments</p>
<p align="right">SCORE (highest possible score = 42 points)</p>		<p align="right"><i>Comments may be continued on the back of this page.</i></p>

