Print Publications (Categories 1-8)

Criterion	Excellent	Good	Satisfactory	Fair	Poor	Failure
	5	4	3	2	1	0
1. The concept,	The concept is very	The concept is	The concept is	The concept is	The concept is	The concept is
writing, and graphics	well integrated	clearly integrated	generally	only cursorily	not integrated	not integrated
of the ad are	into the writing	into the writing	integrated into	integrated into	into the writing	into the writing
integrated and	and graphics of the	and graphics of	the writing and	the writing and	and graphics and	and graphics of
support the	piece and	the piece and	graphics of the	graphics of the	supports little of	the piece and fails
marketing message.	obviously supports	supports the	piece and	piece.	the marketing	to support the
	the marketing	marketing	moderately		message.	marketing
	message.	message.	supports the			message.
			message.			
2. The design	The design	The design	The design mainly	The design	The design does	The design has no
reinforces the	strongly reinforces	discernibly	reinforces the	does little to	not reinforce the	relevance to the
purpose, content,	the purpose,	reinforces the	purpose, content,	reinforce the	purpose,	purpose, content,
and organization of	content, and	purpose, content,	and organization	purpose,	content, and	and organization
the piece.	organization of the	and organization	of the piece.	content, and	organization of	of the piece.
	piece.	of the piece.		organization of	the piece.	
				the piece.		
3. The marketing	The marketing	The marketing	The marketing	The marketing	The marketing	There is no
message is consistent	message is very	message is strong	message conveys	message is not	message is	discernible
and effective.	clear, concise, and	and consistent.	a basic	clearly stated.	inconsistent and	marketing
	represents a		effectiveness.		disorganized.	message.
	cohesive idea.					
4. The necessary	The necessary	The necessary	The necessary	Some	There is not	A cohesive
information is being	information is	information is	information is	necessary	enough	message is
communicated easily.	being	presented clearly.	present, but not	information is	information to	absent.
	communicated		easy to follow.	missing.	communicate	
	easily.				the message.	
5. The marketing	The marketing	The marketing	The marketing	The marketing	The submission	There were no
piece accomplished	piece showed	piece clearly met	piece met some	piece listed an	did not outline a	objectives listed
its objective as	measurable impact	the objectives	of the basic	objective.	clear objective.	in the submission
outlined in the	and met objectives	outlined in the	objectives			form.
submission form.	outlined in the	submission form.	outlined in the			
	submission form.		submission form.			

	Gold (25-24)	Silver (23-20)	Bronze (19-15)	O NONE (14 or below)
\bigcup	doid (23-24)	O 311VEI (23-20)	Di Olize (13-13)	O NONE (14 of Below)

Print Advertising – Single Ad (Category 9)

Criterion	Excellent	Good	Satisfactory	Fair	Poor	Failure
	5	4	3	2	1	0
1. The concept,	The concept is very	The concept is	The concept is	The concept is	The concept is	The ad fails to
writing, and graphics	well integrated	clearly integrated	generally	only cursorily	not integrated	support the
of the ad are	into the writing	into the writing	integrated into	integrated into	into the writing	marketing
integrated and	and graphics of the	and graphics of	the writing and	the writing and	and graphics and	message
support the	ad and obviously	the ad and	graphics of the ad	graphics of the	supports little of	
marketing message.	supports the	supports the	and moderately	ad.	the marketing	
	marketing	marketing	supports the		message.	
	message.	message.	message.			
2. The design	The design	The design	The design mainly	The design	The design does	The design has no
reinforces the	strongly reinforces	discernibly	reinforces the	does little to	not reinforce the	relevance to the
purpose, content,	the purpose,	reinforces the	purpose, content,	reinforce the	purpose,	purpose, content,
and organization of	content, and	purpose, content,	and organization	purpose,	content, and	and organization
the piece.	organization of the	and organization	of the ad.	content, and	organization of	of the ad.
	ad.	of the ad.		organization of	the ad.	
				the ad.		
3. The marketing	The marketing	The marketing	The marketing	The marketing	The marketing	There is no
message is consistent	message is very	message is strong	message conveys	message is not	message is	discernible
and effective.	clear, concise, and	and consistent.	a basic	clearly stated.	inconsistent and	marketing
	represents a		effectiveness.		disorganized.	message.
	cohesive idea.					
4. The necessary	The necessary	The necessary	The necessary	Some	There is not	A cohesive
information is being	information is	information is	information is	necessary	enough	message is
communicated easily.	being	presented clearly.	present, but not	information is	information to	absent.
	communicated		easy to follow.	missing.	communicate	
	easily.				the message.	
5. The marketing	The marketing	The marketing	The marketing	The marketing	The submission	There were no
piece accomplished	piece showed	piece clearly met	piece met some	piece listed an	did not outline a	objectives listed
its objective as	measurable impact	the objectives	of the basic	objective.	clear objective.	in the submission
outlined in	and met objectives	outlined in ID Tag.	objectives			form.
submission form.	outlined in the		outlined in the			
	submission form.		submission form.			

\bigcirc	Gold (25-24)	Silver (23-20)	Bronze (19-15)	O NONE (14 or below)
------------	--------------	----------------	----------------	----------------------

Print Advertising – Print Advertising Campaign (Category 10)

All judges will use the evaluation criteria and scoring rubric below. Total possible score is 25 points.

Criterion	Excellent	Good	Satisfactory	Fair	Poor	Failure
	5	4	3	2	1	0
The campaign is complete, compelling, and clear.	The campaign is cohesive, clever, engaging, and easy to understand.	The campaign is creative, compelling and messaging is clear.	The campaign clearly reveals the marketing message.	The campaign is clear and direct, but not particularly compelling.	The campaign is difficult to follow.	The campaign is incomplete and lacks cohesiveness.
2. The campaign clearly addresses its audience.	The campaign clearly knows its audience uses the communication platforms very well and shows creative intent.	The campaign messaging and execution is original and illustrates an understanding of audience.	The campaign messaging is designed for its audience.	The message is easy to understand, but who the message is for is unclear.	The campaign is not targeted and an audience is not defined.	The campaign does not focus on an audience and is difficult to understand.
3. Messaging is clear and concise.	The marketing message is very clear, concise, and represents a cohesive idea.	The marketing message is strong and consistent.	The marketing message conveys a basic effectiveness.	The marketing message is not clearly stated.	The marketing message is inconsistent and disorganized.	There is no discernible marketing message.
4. The necessary information is being communicated easily.	The necessary information is being communicated easily.	The necessary information is presented clearly.	The necessary information is present, but not easy to follow.	Some necessary information is missing.	There is not enough information to communicate the message.	A cohesive message is absent.
5. The campaign accomplished its objective as outlined in the submission form.	The campaign showed measurable impact and met objectives outlined in the submission form.	The campaign clearly met the objectives outlined in the submission form.	The campaign met some of the basic objectives outlined in the submission form.	The campaign listed an objective.	The campaign did not outline a clear objective.	There were no objectives listed in the submission form.

Gold (25-24)
○ Silver (23-20)
○ Bronze (19-15)
○ NONE (14 or below)

Outdoor/Exhibit Signage (Categories 11-13)

Criterion	Excellent	Good	Satisfactory	Fair	Poor	Failure
	5	4	3	2	1	0
1. The writing and graphics of the signage are well integrated.	The writing, graphics, and typography of the signage are very well integrated, attractive, and easy to read.	The writing, graphics, and typography of the signage are clearly integrated and attractive.	The writing, graphics, and typography are generally integrated.	The writing, graphics, and typography are only cursorily integrated.	The writing, graphics, and typography are not integrated.	The signage is unattractive and difficult to read.
2. The design reinforces the purpose, content, and organization of the piece.	The design strongly reinforces the purpose, content, and organization of the piece.	The design discernibly reinforces the purpose, content, and organization of the piece.	The design mainly reinforces the purpose, content, and organization of the piece.	The design does little to reinforce the purpose, content, and organization of the piece.	The design does not reinforce the purpose, content, and organization of the piece.	The design has no relevance to the purpose, content, and organization of the piece.
3. The marketing message is consistent and effective.	The marketing message is very clear, concise, and represents a cohesive idea.	The marketing message is strong and consistent.	The marketing message conveys a basic effectiveness.	The marketing message is not clearly stated.	The marketing message is inconsistent and disorganized.	There is no discernible marketing message.
4. The necessary information is being communicated easily.	The necessary information is being communicated easily.	The necessary information is presented clearly.	The necessary information is present, but not easy to follow.	Some necessary information is missing.	There is not enough information to communicate the message.	A cohesive message is absent.
5. The marketing piece accomplished its objective as outlined in the submission form.	The marketing piece showed measurable impact and met objectives outlined in the submission form.	The marketing piece clearly met the objectives outlined in the submission form.	The marketing piece met some of the basic objectives outlined in the submission form.	The marketing piece listed an objective.	The submission did not outline a clear objective.	There were no objectives listed on the submission form.



Outdoor/Exhibit Signage – Outdoor Campaign (Category 14)

All judges will use the evaluation criteria and scoring rubric below. Total possible score is 25 points.

Criterion	Excellent	Good	Satisfactory	Fair	Poor	Failure
	5	4	3	2	1	0
The campaign is complete, compelling, and clear. The campaign	The campaign is cohesive, clever, engaging, and easy to understand. The campaign	The campaign is creative, compelling and messaging is clear. The campaign	The campaign clearly reveals the marketing message.	The campaign is clear and direct, but not particularly compelling.	The campaign is difficult to follow. The campaign is	The campaign is incomplete and lacks cohesiveness.
clearly addresses its audience.	clearly knows its audience uses the communication platforms very well and shows creative intent.	messaging and execution is original and illustrates an understanding of audience.	messaging is designed for its audience.	easy to understand, but who the message is for is unclear.	not targeted and an audience is not defined.	does not focus on an audience and is difficult to understand.
3. Messaging is clear and concise.	The marketing message is very clear, concise, and represents a cohesive idea.	The marketing message is strong and consistent.	The marketing message conveys a basic effectiveness.	The marketing message is not clearly stated.	The marketing message is inconsistent and disorganized.	There is no discernible marketing message.
4. The necessary information is being communicated easily.	The necessary information is being communicated easily.	The necessary information is presented clearly.	The necessary information is present, but not easy to follow.	Some necessary information is missing.	There is not enough information to communicate the message.	A cohesive message is absent.
5. The campaign accomplished its objective as outlined in the submission form.	The campaign showed measurable impact and met objectives outlined in the submission form.	The campaign clearly met the objectives outlined in the submission form.	The campaign met some of the basic objectives outlined in the submission form.	The campaign listed an objective.	The campaign did not outline a clear objective.	There were no objectives listed on the submission form.

Gold (25-24)
○ Silver (23-20)
○ Bronze (19-15)
○ NONE (14 or below)

Broadcast Advertising (Categories 15 & 16)

Criterion	Excellent	Good	Satisfactory	Fair	Poor	Failure
	5	4	3	2	1	0
1. The script is compelling and clear.	The script is clever, engaging, and easy to understand.	The script is very compelling and messaging is clear.	The script clearly reveals the marketing message.	The script is clear and direct, but not particularly compelling.	The script is difficult to follow.	The script does not convey the marketing message and is difficult to understand.
2. Clearly	The messaging	The messaging is	The messaging is	The message is	The message	The marketing
demonstrates a	uses the	original and uses	clearly designed	clear, but	seems pieced	message is not
design approach to fit	communication	the	for broadcast.	appears to be	together from	designed for
communication	platform very well	communication		tailored from	other sources.	broadcast
platform.	and shows creative	platform well.		other		advertising.
	intent.			marketing		
				sources.		
3. Messaging in clear	The marketing	The marketing	The marketing	The marketing	The marketing	There is no
and concise.	message is very	message is strong	message conveys	message is not	message is	discernible
	clear, concise, and	and consistent.	a basic	clearly stated.	inconsistent and	marketing
	represents a		effectiveness.		disorganized.	message.
	cohesive idea.					
4. The necessary	The necessary	The necessary	The necessary	Some	There is not	A cohesive
information is being	information is	information is	information is	necessary	enough	message is
communicated easily.	being	presented clearly.	present, but not	information is	information to	absent.
	communicated		easy to follow.	missing.	communicate	
5. The broadcast ad	easily. The broadcast ad	The broadcast ad	The broadcast ad	The broadcast	the message. The submission	There were no
						There were no
accomplished its	showed	clearly met the	met some of the	ad listed an	did not outline a	objectives listed
objective as outlined in the submission	measurable impact	objectives outlined in the	basic objectives outlined in the	objective.	clear objective.	on the submission
form.	and met objectives outlined in the	submission form.	submission form.			form.
TOTAL.	submission form.	SUDITIISSIOTI TOIM.	SUDITIISSION TOTM.			



Broadcast Advertising – Broadcast Advertising Campaign (Category 17)

All judges will use the evaluation criteria and scoring rubric below. Total possible score is 25 points.

Criterion	Excellent	Good	Satisfactory	Fair	Poor	Failure
	5	4	3	2	1	0
The campaign is complete, compelling, and clear. The campaign	The campaign is cohesive, clever, engaging, and easy to understand. The campaign	The campaign is creative, compelling and messaging is clear. The campaign	The campaign clearly reveals the marketing message The campaign	The campaign is clear and direct, but not particularly compelling.	The campaign is difficult to follow. The campaign is	The campaign is incomplete and lacks cohesiveness.
clearly addresses its audience.	clearly knows its audience uses the communication platforms very well and shows creative intent.	messaging and execution is original and illustrates an understanding of audience.	messaging is designed for its audience.	easy to understand, but who the message is for is unclear.	not targeted and an audience is not defined.	does not focus on an audience and is difficult to understand.
3. Messaging is clear and concise.	The marketing message is very clear, concise, and represents a cohesive idea.	The marketing message is strong and consistent.	The marketing message conveys a basic effectiveness.	The marketing message is not clearly stated.	The marketing message is inconsistent and disorganized.	There is no discernible marketing message.
4. The necessary information is being communicated easily.	The necessary information is being communicated easily.	The necessary information is presented clearly.	The necessary information is present, but not easy to follow.	Some necessary information is missing.	There is not enough information to communicate the message.	A cohesive message is absent.
5. The campaign accomplished its objective as outlined in the submission form.	The campaign showed measurable impact and met objectives outlined in the submission form.	The campaign clearly met the objectives outlined in the submission form.	The campaign met some of the basic objectives outlined in the submission form.	The campaign listed an objective.	The campaign did not outline a clear objective.	There were no objectives listed on the submission form.

○ Gold (25-24) ○ Silver (23-20) ○ Bronze (19-15) ○ NONE (14 or below)

Mixed Media Campaign – Mixed Media Campaign (Category 18)

All judges will use the evaluation criteria and scoring rubric below. Total possible score is 25 points.

Criterion	Excellent	Good	Satisfactory	Fair	Poor	Failure
	5	4	3	2	1	0
The campaign is complete, compelling, and clear.	The campaign is cohesive, clever, engaging, and easy to understand.	The campaign is creative, compelling and messaging is clear.	The campaign clearly reveals the marketing message.	The campaign is clear and direct, but not particularly compelling.	The campaign is difficult to follow.	The campaign is incomplete and lacks cohesiveness.
2. The campaign clearly addresses its audience.	The campaign clearly knows its audience uses the communication platforms very well and shows creative intent.	The campaign messaging and execution is original and illustrates an understanding of audience.	The campaign messaging is designed for its audience.	The message is easy to understand, but who the message is for is unclear.	The campaign is not targeted and an audience is not defined.	The campaign does not focus on an audience and is difficult to understand.
3. Messaging is clear and concise.	The marketing message is very clear, concise, and represents a cohesive idea.	The marketing message is strong and consistent.	The marketing message conveys a basic effectiveness.	The marketing message is not clearly stated.	The marketing message is inconsistent and disorganized.	There is no discernible marketing message.
4. The necessary information is being communicated easily.	The necessary information is being communicated easily.	The necessary information is presented clearly.	The necessary information is present, but not easy to follow.	Some necessary information is missing.	There is not enough information to communicate the message.	A cohesive message is absent.
5. The campaign accomplished its objective as outlined in the submission form.	The campaign showed measurable impact and met objectives outlined in the submission form.	The campaign clearly met the objectives outlined in the submission form.	The campaign met some of the basic objectives outlined in the submission form.	The campaign listed an objective.	The campaign did not outline a clear objective.	There were no objectives listed on the submission form.

○ Gold (25-24) ○ Silver (23-20) ○ Bronze (19-15) ○ NONE (14 or below)

Most Improved – Most Improved (Category 19)

Criterion	Excellent	Good	Satisfactory	Fair	Poor	Failure
	5	4	3	2	1	0
1. The revised marketing piece shows clear improvement.	The revised marketing piece is far more compelling, thoughtful, and attractive.	The redesign is more cohesive, with an enhanced design and message.	The revised marketing piece shows a marked progress from the previous version.	The revised marketing piece shows a small amount of progress from the previous version.	There is very little difference in the quality between the before and after.	There is no discernable difference in the quality between the before and after.
2. The revised marketing piece uses creative solutions to address deficiencies in the previous version.	The revised piece is unusually innovative and addresses the deficiencies in the previous version.	The revised piece takes an inventive approach to fixing problems with the original version.	The revised entry offers moderately creative solutions to address issues in the original version.	The revised entry offers some creative solutions to address issues in the original version.	Some deficiencies still exist in the revised piece.	All deficiencies still exist in the revised piece.
3. The necessary information is being communicated better in the revised piece.	The necessary information is being communicated easily.	The necessary information is presented clearly.	The necessary information is present, but not easy to follow.	Some necessary information is missing.	There is not enough information to communicate the message.	A cohesive message is absent.
4. The revised marketing piece showed a positive impact on the objective as outlined in the submission form.	The revised marketing piece showed measurable impact and met objectives outlined in the submission form.	The revised marketing piece clearly met the objectives outlined in the submission form.	The revised marketing piece met some of the basic objectives outlined in the submission form.	The revised marketing piece listed an objective.	The revised marketing piece did not outline a clear objective.	There were no objectives listed in the submission form.

\bigcirc	Gold (20-19)	Silver (18-16)	Bronze (15-13)	O NONE (12 or below)
------------	--------------	----------------	----------------	----------------------

Strategic Recruitment Marketing Plan – Strategic Recruitment Marketing Plan (Category 20)

Criterion	Excellent	Good	Satisfactory	Fair	Poor	Failure
	5	4	3	2	1	0
1. The plan illustrates originality and offers creative solutions.	The plan is unusually innovative and offers highly creative solutions.	The plan offers inventive solutions.	The plan offers moderately creative solutions.	The plan offers some creative solutions.	The plan offers solutions, however those solutions are not creative or original.	The plan offers no discernable solutions.
2. Effectively explains the strategic problem faced by the institution.	The institution's strategic problem is explained clearly and effectively.	The explanation of the institution's strategic problem is clear.	The strategic problem facing the institution is explained somewhat clearly.	The strategic problem is not clearly stated.	The explanation of the strategic problem is inconsistent and disorganized.	There is no discernible explanation of the strategic problem.
3. Clearly defines marketing objective and identifies target market.	The plan's marketing objectives and target markets are clearly and cohesively defined.	The plan's marketing objectives and target markets are clear.	The plan's marketing objectives and target markets are basically understandable.	The plan's objectives and target markets are not clearly defined.	The plan's marketing objectives and target markets are inconsistent and disorganized.	The plan does not define or identify marketing objectives or target markets.
4. Uses market research, needs-assessment or other information-based tools.	Information-based tools were used robustly and effectively.	Clear presentation of use of information- based tools.	Some information- based tools were used.	One information- based tool was used.	Use of information-based tools was not clear.	No information- based tools were used.
5. The plan offers measurable goals and includes a profile of results achieved.	The plan outlined measurable goals and demonstrated clear results.	The plan clearly met the stated goals.	The plan met some of the stated goals.	The plan outlined a measurable goal.	The plan did not outline measureable goals.	There were no measurable goals or achieved results included in the submission form.

	Gold (25-24)	Silver (23-20)	Bronze (19-15)	O NONE (14 or below)
--	--------------	----------------	----------------	----------------------

Interactive Media (Categories 21-25, 27)

Criterion	Excellent	Good	Satisfactory	Fair	Poor	Failure
	5	4	3	2	1	0
1. The writing and graphics of the media are well integrated.	The writing and graphics of the media are attractive and work together cohesively.	The writing and graphics of the media are clearly integrated and without error.	The writing and graphics of the media work together without error.	The writing and graphics of the media are moderately integrated, but produce some errors.	The writing and graphics of the media are not well integrated.	The writing and graphics do not work together to produce a cohesive produce.
2. Clearly	Clearly	Demonstrates a	Demonstrates a	Demonstrates	Does not	There are errors
demonstrates a	demonstrates a	design approach	design approach	an attempt to	demonstrate a	when using the
design approach to fit	design approach to	to fit media	to fit media	design to fit	design approach	media device.
media device.	fit media device,	device.	device.	media device	to fit media	
	loads quickly and			but is not	device.	
	without error.			perfect.		
3. Messaging is clear	The marketing	The marketing	The marketing	The marketing	The marketing	There is no
and concise.	message is very	message is strong	message conveys	message is not	message is	discernible
	clear, concise, and	and consistent.	a basic	clearly stated.	inconsistent and	marketing
	represents a		effectiveness.		disorganized.	message.
4 Th	cohesive idea.	Th	Th	C	The section of	A I
4. The necessary information is being	The necessary information is	The necessary information is	The necessary information is	Some	There is not	A cohesive
				necessary information is	enough information to	message is absent.
communicated easily.	being communicated	presented clearly.	present, but not		communicate	absent.
	easily.		easy to follow.	missing.	the message.	
5. The marketing	The media entry	The media entry	The media entry	The media	The submission	There were no
piece accomplished	showed	clearly met the	met some of the	entry listed an	did not outline a	objectives listed
its objective as	measurable impact	objectives	basic objectives	objective.	clear objective.	in the submission
outlined in the	and met objectives	outlined in the	outlined in the	objective.	olear objective.	form.
submission form.	outlined in the	submission form.	submission form.			1011111
	submission form.	333711331311111111111111111111111111111	3.3.11133131111111111111111111111111111			



Interactive Media – Interactive Media Campaign (Category 26)

Criterion	Excellent	Good	Satisfactory	Fair	Poor	Failure
	5	4	3	2	1	0
1. The campaign is	The campaign is	The campaign is	The campaign	The campaign	The campaign is	The campaign is
complete,	cohesive, clever,	creative,	clearly reveals the	is clear and	difficult to	incomplete and
compelling, and	engaging, and easy	compelling and	marketing	direct, but not	follow.	lacks
clear.	to understand.	messaging is	message.	particularly		cohesiveness.
		clear.		compelling.		
2. The campaign	The campaign	The campaign	The campaign	The message is	The campaign is	The campaign
clearly addresses its	clearly knows its	messaging and	messaging is	easy to	not targeted and	does not focus on
audience.	audience uses the	execution is	designed for its	understand,	an audience is	an audience and
	communication	original and	audience.	but who the	not defined.	is difficult to
	platforms very well	illustrates an		message is for		understand.
	and shows creative	understanding of		is unclear.		
	intent.	audience.				
3. Messaging is clear	The marketing	The marketing	The marketing	The marketing	The marketing	There is no
and concise.	message is very	message is strong	message conveys	message is not	message is	discernible
	clear, concise, and	and consistent.	a basic	clearly stated.	inconsistent and	marketing
	represents a		effectiveness.		disorganized.	message.
	cohesive idea.					
4. The necessary	The necessary	The necessary	The necessary	Some	There is not	A cohesive
information is being	information is	information is	information is	necessary	enough	message is
communicated easily.	being	presented clearly.	present, but not	information is	information to	absent.
	communicated		easy to follow.	missing.	communicate	
	easily.				the message.	
5. The campaign	The campaign	The campaign	The campaign	The campaign	The campaign	There were no
accomplished its	showed	clearly met the	met some of the	listed an	did not outline a	objectives listed
objective as outlined	measurable impact	objectives	basic objectives	objective.	clear objective.	on the submission
in the submission	and met objectives	outlined in the	outlined in the			form.
form.	outlined in the	submission form.	submission form.			
	submission form.					

O Go	old (25-24)	Silver (23-20)	Bronze (19-15)	O NONE (14 or below)
------	-------------	----------------	----------------	----------------------