Print Publications (Categories 1-8)

Criterion	Excellent	Good	Satisfactory	Fair	Poor	Failure
	5	4	3	2	1	0
1. The concept, writing, and graphics of the ad are integrated and	The concept is very well integrated into the writing and graphics of the	The concept is clearly integrated into the writing and graphics of	The concept is generally integrated into the writing and	The concept is only cursorily integrated into the writing and	The concept is not integrated into the writing and graphics and	The concept is not integrated into the writing and graphics of
support the marketing message.	piece and obviously supports the marketing message.	the piece and supports the marketing message.	graphics of the piece and moderately supports the message.	graphics of the piece.	supports little of the marketing message.	the piece and fails to support the marketing message.
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 in the submission form.

Odd (25-24) Silver (23-20) Bronze (19-15) NONE (14 or belo	ow)
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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)
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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 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)

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 buse decet!	The broadcast	the message.	There were no
	The broadcast ad		The broadcast ad		The submission	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
	and met objectives outlined in the					form.
form.	submission form.	submission form.	submission form.			



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 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)

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
1. 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	The revised	The redesign is	The revised	The revised	There is very	There is no
marketing piece	marketing piece is	more cohesive,	marketing piece	marketing	little difference	discernable
shows clear	far more	with an enhanced	shows a marked	piece shows a	in the quality	difference in the
improvement.	compelling,	design and	progress from the	small amount	between the	quality between
	thoughtful, and	message.	previous version.	of progress	before and after.	the before and
	attractive.			from the		after.
				previous		
				version.		
2. The revised	The revised piece	The revised piece	The revised entry	The revised	Some	All deficiencies
marketing piece uses	is unusually	takes an inventive	offers moderately	entry offers	deficiencies still	still exist in the
creative solutions to	innovative and	approach to fixing	creative solutions	some creative	exist in the	revised piece.
address deficiencies	addresses the	problems with	to address issues	solutions to	revised piece.	
in the previous	deficiencies in the	the original	in the original	address issues		
version.	previous version.	version.	version.	in the original		
				version.		
3. 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 better	being	presented clearly.	present, but not	information is	information to	absent.
in the revised piece.	communicated		easy to follow.	missing.	communicate	
4 = 1	easily.	- · ·	· ·	-1 · I	the message.	
4. The revised	The revised	The revised	The revised	The revised	The revised	There were no
marketing piece	marketing piece showed	marketing piece	marketing piece met some of the	marketing	marketing piece	objectives listed
showed a positive	5.1011.64	clearly met the		piece listed an	did not outline a	in the submission
impact on the	measurable impact	objectives	basic objectives	objective.	clear objective.	form.
objective as outlined	and met objectives	outlined in the	outlined in the			
in the submission	outlined in the	submission form.	submission form.			
form.	submission form.					

\bigcirc	Gold (20-19)	Silver (18-16)	Bronze (15-13)	O NONE (12 or below)
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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)
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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.
	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.	T ! .	T. P	- I	the message.	T1
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			form.
submission form.	outlined in the submission form.	submission form.	submission form.			



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)
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