

2019 UPCEA Marketing Awards – Evaluation Rubric

Print Publications (Categories 1-8)


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

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

 **Gold (25-24)**

 **Silver (23-20)**

 **Bronze (19-15)**

 **NONE (14 or below)**

2019 UPCEA Marketing Awards – Evaluation Rubric

Print Advertising – Single Ad (Category 9)


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

Criterion	Excellent 5	Good 4	Satisfactory 3	Fair 2	Poor 1	Failure 0
1. The concept, writing, and graphics of the ad are integrated and support the marketing message.	The concept is very well integrated into the writing and graphics of the ad and obviously supports the marketing message.	The concept is clearly integrated into the writing and graphics of the ad and supports the marketing message.	The concept is generally integrated into the writing and graphics of the ad and moderately supports the message.	The concept is only cursorily integrated into the writing and graphics of the ad.	The concept is not integrated into the writing and graphics and supports little of the marketing message.	The ad 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 ad.	The design discernibly reinforces the purpose, content, and organization of the ad.	The design mainly reinforces the purpose, content, and organization of the ad.	The design does little to reinforce the purpose, content, and organization of the ad.	The design does not reinforce the purpose, content, and organization of the ad.	The design has no relevance to the purpose, content, and organization of the ad.
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 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 ID Tag.	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.

 **Gold (25-24)**

 **Silver (23-20)**

 **Bronze (19-15)**

 **NONE (14 or below)**

2019 UPCEA Marketing Awards – Evaluation Rubric

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 5	Good 4	Satisfactory 3	Fair 2	Poor 1	Failure 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 in the submission form.

 **Gold (25-24)**

 **Silver (23-20)**

 **Bronze (19-15)**

 **NONE (14 or below)**

2019 UPCEA Marketing Awards – Evaluation Rubric

Outdoor/Exhibit Signage (Categories 11-13)


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

Criterion	Excellent 5	Good 4	Satisfactory 3	Fair 2	Poor 1	Failure 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.

 **Gold (25-24)**

 **Silver (23-20)**

 **Bronze (19-15)**

 **NONE (14 or below)**

2019 UPCEA Marketing Awards – Evaluation Rubric

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 5	Good 4	Satisfactory 3	Fair 2	Poor 1	Failure 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)

2019 UPCEA Marketing Awards – Evaluation Rubric

Broadcast Advertising (Categories 15 & 16)

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

Criterion	Excellent 5	Good 4	Satisfactory 3	Fair 2	Poor 1	Failure 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 demonstrates a design approach to fit communication platform.	The messaging uses the communication platform very well and shows creative intent.	The messaging is original and uses the communication platform well.	The messaging is clearly designed for broadcast.	The message is clear, but appears to be tailored from other marketing sources.	The message seems pieced together from other sources.	The marketing message is not designed for broadcast advertising.
3. Messaging in 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 broadcast ad accomplished its objective as outlined in the submission form.	The broadcast ad showed measurable impact and met objectives outlined in the submission form.	The broadcast ad clearly met the objectives outlined in the submission form.	The broadcast ad met some of the basic objectives outlined in the submission form.	The broadcast ad listed an objective.	The submission 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)

2019 UPCEA Marketing Awards – Evaluation Rubric
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 5	Good 4	Satisfactory 3	Fair 2	Poor 1	Failure 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)

2019 UPCEA Marketing Awards – Evaluation Rubric

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 5	Good 4	Satisfactory 3	Fair 2	Poor 1	Failure 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)**

2019 UPCEA Marketing Awards – Evaluation Rubric

Most Improved – Most Improved (Category 19)


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

Criterion	Excellent 5	Good 4	Satisfactory 3	Fair 2	Poor 1	Failure 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.

 **Gold (20-19)**

 **Silver (18-16)**

 **Bronze (15-13)**

 **NONE (12 or below)**

2019 UPCEA Marketing Awards – Evaluation Rubric

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

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

Criterion	Excellent 5	Good 4	Satisfactory 3	Fair 2	Poor 1	Failure 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 measurable goals.	There were no measurable goals or achieved results included in the submission form.

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

2019 UPCEA Marketing Awards – Evaluation Rubric

Interactive Media (Categories 21-25, 27)


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

Criterion	Excellent 5	Good 4	Satisfactory 3	Fair 2	Poor 1	Failure 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 demonstrates a design approach to fit media device.	Clearly demonstrates a design approach to fit media device, loads quickly and without error.	Demonstrates a design approach to fit media device.	Demonstrates a design approach to fit media device.	Demonstrates an attempt to design to fit media device but is not perfect.	Does not demonstrate a design approach to fit media device.	There are errors when using the media device.
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 marketing piece accomplished its objective as outlined in the submission form.	The media entry showed measurable impact and met objectives outlined in the submission form.	The media entry clearly met the objectives outlined in the submission form.	The media entry met some of the basic objectives outlined in the submission form.	The media entry listed an objective.	The submission 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)**

2019 UPCEA Marketing Awards – Evaluation Rubric

Interactive Media – Interactive Media Campaign (Category 26)


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

Criterion	Excellent 5	Good 4	Satisfactory 3	Fair 2	Poor 1	Failure 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)**