

Public Service Competition Score Sheet 2022

Scoring Criteria

Superior = 9-10

Very Good = 7-8

Satisfactory = 5-6

Unsatisfactory = 3-4

Unacceptable = 1-2

Club:

Judge:

CAMPAIGN GUIDELINES:

Objective: *Judged on completeness, clarity, and appropriateness*

Methodology used to choose the client

Client promotes a worthy cause

Reasoning for choosing this client

Addresses the needs of this client

Efficient systems/plans to orchestrate the campaign

Book Score (1-10)

Presentation Score (1-10)

Comments:

Judge's Score	Weighted	Score
	15%	
	5%	

Target Audience: *Judged on completeness, clarity, and appropriateness*

Definition of the target audience

Positioning to the final target audience

Book Score (1-10)

Presentation Score (1-10)

Comments:

Judge's Score	Weighted	Score
	15%	
	10%	

Strategy: *Judged on completeness, clarity, and appropriateness*

Appropriate campaign strategy

Methodology used to determine campaign strategy

Appropriately addresses the campaign objectives and the target audience

Book Score (1-10)

Presentation Score (1-10)

Comments:

Judge's Score	Weighted	Score
	20%	
	20%	

Execution: *Judged on quality, quantity, creativity/innovation, and appropriateness*

Demonstrates a complete, effective, cohesive, and creative solution to the client's needs

Execution fulfills the strategy and meets the objective of the campaign

Book Score (1-10)

Presentation Score (1-10)

Comments:

Integration of other advertising methods (i.e., PR social media, promotional, event, or non-traditional methods)

Judge's Score	Weighted	Score
	20%	
	25%	

Media/Materials Used: *Judged on completeness, quantity, and appropriateness*

Efficient use of funds available for the campaign

Appropriate paid media strategy that meets campaign objectives and/or appropriate earned media used and acquisition strategy

Book Score (1-10)

Presentation Score (1-10)

Comments:

Judge's Score	Weighted	Score
	15%	
	15%	

Results Attained: *Judged on completeness, clarity, and quality*

Campaign meets the established objectives

Effective and efficient use of resources available

Sufficient documentation of results attained (quantitative and/or qualitative)

Book Score (1-10)

Presentation Score (1-10)

Comments:

Judge's Score	Weighted	Score
	5%	
	15%	

PROFESSIONALISM GUIDELINES:

Book Submission: *Judged on completeness and quality*

Professional appearance of the book

Clearly and logically written narrative

Free of grammatical, spelling, and syntax errors

Book Score (1-10)

Comments:

Judge's Score	Weighted	Score
	10%	

Oral Presentation: *Judged on completeness, quantity, creativity/innovation, and appropriateness*

Campaign presented in a well-prepared, clear, and logical manner

Smooth use of A/V and visuals

Compliance with competition rules/specifications

Provided complete and coherent answers to satisfy the judges' concerns

Presentation Score (1-10)

Comments:

Judge's Score	Weighted	Score
	10%	

TOTAL POINTS (35% Book / 65% Presentation)

Book Score Total

Presentation Score Total

Judge's Score Total	% of Total	Weighted Final Score
	35%	
	65%	
	100%	

OVERALL COMMENTS: