



Public Service Competition Recommended Book/PDF and Oral Presentation Outline

Revised August 2016

Campaign Guidelines

Questions to ask while pulling together your public service project.

Objective: Judged on completeness, clarity, and appropriateness

Who is the client?

What was the client selection process?

What was the reasoning for selecting the client?

What did the team set out to achieve for this client?

What systems/plans did the team put in place to orchestrate the campaign?

Target Audience: Judged on completeness, clarity, and appropriateness

How did the team determine the target audience?

Who was the final target audience?

Strategy: Judged on completeness, clarity, and appropriateness pertaining to the objectives of this campaign.

What was the campaign strategy?

How was the campaign strategy determined?

Was this strategy appropriate considering the objective?

Execution: Judged on quality, quantity, creativity/innovation, and appropriateness pertaining to the objectives and strategy of this campaign.

Provide descriptions and examples of creative executions.

How did the creative executions fulfill the campaign strategy?

How did all of the campaign elements integrate together?

What other advertising methods were executed? (i.e., PR, social media, promotional, event or other non-traditional methods)

How did these additional efforts align with the campaign strategy?

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

Did you have any paid media? If so:

- What was the placement strategy?
- Was it appropriate considering the objective?
- Who funded the paid media?
- What was the budget?

- What was the value of paid media?

Did you obtain any earned media? If so:

- What was the acquisition strategy?
- What was the value of earned media?
- Was the donated media used effectively?

What sources did the team use to fund any non-media elements of the campaign?

Results Attained: Judged on completeness, clarity, and quality

Did the campaign meet the previously established objectives?

Where possible, provide documentation (quantitative and/or qualitative).

What were the actual total dollars spent on the campaign?

What was the overall value of the campaign compared to dollars spent?

Professionalism Guidelines

Questions to ask while preparing the book/pdf and oral presentation.

Book Submission: Judged on completeness and quality

Is the appearance of the book professional?

Is the narrative written clearly and logically?

Is the book free of grammatical, spelling and syntax errors?

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

Is the presentation engaging?

Is the presentation team prepared?

Is the team presenting the information in a clear manner?

Is the team's use of AV equipment smooth?

Is the team complying to all the specifications?

Can the team provide the judges with complete and coherent answers?

Will the team's answers to the judges reflect favorably on the overall campaign and presentation?