

**ADVERTISING CAMPAIGN EVENT**

## EVALUATION FORM

		<i>Exceeds Expectations</i>	<i>Meets Expectations</i>	<i>Below Expectations</i>	<i>Little/No Value</i>
1.	Executive Summary: One-page description of the campaign	9-10	7-8	4-5-6	3-1
2.	The fact sheets show evidence of a realistic knowledge of advertising principles and are well-organized and presented in a logical manner	9-10	7-8	4-5-6	3-1
3.	The fact sheets have a professional layout and contain proper grammar, spelling and word usage	5	4	3-2	1
4.	The description of the product, service company or business selected and objectives of the campaign are clearly defined	7-6	5-4	3-2	1
5.	The target market is clearly and accurately analyzed for the product(s) and/or service(s) selected. The secondary target markets are accurately considered	7-6	5-4	3-2	1
6.	The media selection is realistic and properly defined in terms of reach, frequency and continuity	8-7	6	5-4-3	2-1
7.	The ad layouts, commercials, etc., show a basic understanding of production techniques, are consistent with other parts of the campaign and are original	7-6	5-4	3-2	1
8.	The advertising schedule shows continuity and logical order	7-6	5-4	3-2	1
9.	The campaign has a realistic length and promotions are scheduled properly in relation to the identified target markets	8-7	6	5-4-3	2-1
10.	The budget is realistic for the campaign based on the product and location of the campaign. All costs that would be incurred have been considered	7-6	5-4	3-2	1
11.	The campaign stresses product and/or service benefits that appeal to the target markets described	7-6	5-4	3-2	1
12.	The campaign shows real creativity and uses a unique and effective approach	7-6	5-4	3-2	1
13.	The oral presentation shows evidence of realistic knowledge of advertising principles and is well-organized and presented in a logical manner	5	4	3-2	1
14.	Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant present	5	4	3-2	1
Combined Written and Presentation Entry Total Points (maximum 100)					
<b>Total Score</b>					