

# ADVERTISING CAMPAIGN EVENT

## EVALUATION FORM

		<i>Exceeds Expectations</i>	<i>Meets Expectations</i>	<i>Below Expectations</i>	<i>Little/No Value</i>
1.	The oral presentation clearly expands and develops the objectives as written in the fact sheets	15-13	12-10	9-5	4-0
2.	The target market is clearly and accurately analyzed for the product(s) and/or service(s) selected. The secondary target markets are accurately considered	8-7	6	5-4-3	2-1-0
3.	The media selection is realistic and properly defined in terms of reach, frequency and continuity	8-7	6	5-4-3	2-1-0
4.	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	8-7	6	5-4-3	2-1-0
5.	The advertising scheduled shows continuity and logical order	8-7	6	5-4-3	2-1-0
6.	The campaign has a realistic length and promotions are scheduled properly in relation to the stated target markets	8-7	6	5-4-3	2-1-0
7.	The campaign stresses product and/or service benefits that appeal to the target markets described	8-7	6	5-4-3	2-1-0
8.	Anticipated sales are given and are realistic in terms of the length and budget of the campaign. Mentions how the results will be evaluated	8-7	6	5-4-3	2-1-0
9.	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	1-0
10.	The written and oral presentations show evidence of a realistic knowledge of advertising principles and are well-organized and presented in a logical manner	7-6	5-4	3-2	1-0
11.	The campaign shows real creativity and uses a unique and effective approach	7-6	5-4	3-2	1-0
12.	Appearance of fact sheets and word usage. Professional layout, neatness, proper grammar, spelling and word usage	4	3	2	1-0
13.	Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant present	4	3	2	1-0
		Combined Written and Presentation Entry Total Points (maximum 100)			
		<b>Total Score</b>			