

Judging criteria

Overview

- ❖ Executive summary
- ❖ Research & Analysis /5
- ❖ Strategy /10
- ❖ Media /5
- ❖ Creative /10

Executive Summary

Campaign title

Choose a suitable campaign title that is not the same as your team name.

Campaign background (max. 300 words)

This section should contain:

- ✓ An introduction and overview of your campaign proposal
- ✓ The approach you have taken to reach your strategy
- ✓ The expected outcome in terms of response
- ✓ Any criteria that might affect the campaign

Campaign summary (max. 90 words)

Enter a brief paragraph that summarises your campaign so your concept can be understood at a glance.

Additional information (max. 100 words or N/A)

You are allowed to include extra comments for the jury if you think it adds information to the previous sections. If you do not wish to add anything, just type N/A.

Research and Analysis (5 points)

Conducted Research (max. 300 words)

Describe the research you have conducted. This must cover both secondary and primary research, and should provide details on the approach, sampling and methodology that you adopted.

Situation Analysis (max. 400 words)

Provide details of your research findings and a Situation Analysis. This should demonstrate your understanding of the brand, the market (its composition, size and potential), a competitor profile, and industry/category gaps, opportunities and trends.

Strategy (10 points)

Campaign Objectives (max. 100 words)

A listing of your prioritised communications objectives (maximum of 4). See Glossary.

Proposed Strategy and Tactics (max. 500 words)

Your strategy and tactics should demonstrate how your integrated campaign has a high probability of success in achieving the set objectives. See Glossary.



Campaign Evaluation (max. 100 words)

Describe how your campaign's impact / effectiveness will be evaluated.

Creative Brief (max. 600 words)

Your Creative Brief can take any format or style, but must cover the list of essential elements, as outlined in the Glossary.

Media (5 points)

Media Strategy and Plan (max. 400 words)

This should cover how your combination of channels/platforms will contribute to achieving the campaign objectives. Reach, frequency and any other media goals and considerations should be addressed.

Media Schedule

This should be represented in tabular/graphic form (e.g. Gantt Chart) and feature channel/platform types only (e.g. TV, Social, Mobile, etc). Do not include specific media titles.

Media Budget (max.100 words)

A breakdown of planned media expenditure by channel/platform type only (as above). Do not include specific media titles.

Creative (10 points)

This should cover a rationale and description of your creative recommendations – campaign idea / theme / style and examples of how the idea would be articulated, and how your creative executions would work in your chosen media. See Glossary.

Key criteria that will be applied to creativity are: impact, originality, memorability.