



Competition Score Card

TEAM NAME _____

JUDGE _____

Presentation

	UNSATISFACTORY	NEEDS IMPROVEMENT	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	REMARKABLE
RESEARCH How well did the team apply research (qualitative or quantitative) to their approach?	1	2	3	4	5
POSITIONING & TARGETING How well did the team show an understanding of the target market with clear brand positioning?	1	2	3	4	5
CREATIVITY / INNOVATION How strong was the team's idea and did they demonstrate out-of-the-box thinking in their creative execution?	1	2	3	4	5
MEDIA PLAN Was the budget efficiently allocated and the strategy appropriate to the creative?	1	2	3	4	5
GENERAL QUALITY Overall, how would you rate the Presentation?	1	2	3	4	5
PRESENTATION SCORE					/25

Plan Books

	UNSATISFACTORY	NEEDS IMPROVEMENT	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	REMARKABLE
PROBLEM SOLVING How well did the team address the needs of the client in the brief?	1	2	3	4	5
CREATIVITY / INNOVATION Did the team demonstrate out-of-the-box thinking in their creative execution?	1	2	3	4	5
MEDIA PLAN Was the budget well planned and was the media strategy well communicated?	1	2	3	4	5
GENERAL QUALITY Was the budget well planned and was the media strategy well communicated?	1	2	3	4	5
PLAN BOOK SCORE					/20
TOTAL SCORE (PLEASE TALLY)					/45

