



Overall Agency Showcase

Applicant Number: _____

20% **Creativity**

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

Points _____ / 20

20% **Design**

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

Points _____ / 20

20% **Organization**

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

Points _____ / 20

20% **Message/"It" Factor**

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

Points _____ / 20

20% **Cohesiveness**

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

Points _____ / 20

Total Points _____ / 100

Did the Agency abide by the "How to Enter" & "What to Enter" guidelines? ___Yes ___No

Comments: _____



Brochure Series

Applicant Number: _____

25% Writing

Originality/Creativity	1	2	3	4	5
Grammar/Spelling	1	2	3	4	5
Use of relevant/necessary information	1	2	3	4	5
Structure/Style	1	2	3	4	5
Clarity of Message	1	2	3	4	5

Points _____ / **25**

25% Layout Design

Originality/Creativity	1	2	3	4	5
Use of clipart, graphics, or photography	1	2	3	4	5
Use and readability of fonts	1	2	3	4	5
Use of special features	1	2	3	4	5
Uniformity	1	2	3	4	5

Points _____ / **25**

25% Cover Design

Originality/Creativity	1	2	3	4	5
Use of clipart, graphics, or photography	1	2	3	4	5
Use of color	1	2	3	4	5
Use and readability of fonts	1	2	3	4	5
Uniformity of series	1	2	3	4	5

Points _____ / **25**

25% Organization

Content/Index features	1	2	3	4	5
Clear division of information	1	2	3	4	5
Clear presentation of sections	1	2	3	4	5
Clear presentation of information	1	2	3	4	5
Ease of use	1	2	3	4	5

Points _____ / **25**

Total Points _____ / **100**

Did the Agency abide by the "How to Enter" & "What to Enter" guidelines? Yes No

Comments: _____



Electronic Communication

Applicant Number: _____

25% Overall Design/Visual Appearance

Originality/Creativity	1	2	3	4	5
Use of clipart, graphics, or photography	1	2	3	4	5
Use of color	1	2	3	4	5
Layout	1	2	3	4	5
Overall appearance	1	2	3	4	5

25% Copy and Grammar

					Points _____ / 25
Originality/Creativity	1	2	3	4	5
Grammar/Spelling	1	2	3	4	5
Use and readability of fonts	1	2	3	4	5
Use of a specific audience	1	2	3	4	5
Use of relevant/necessary information	1	2	3	4	5

25% Overall Strategy

					Points _____ / 25
Use of specific communication	1	2	3	4	5
Use of interactive elements	1	2	3	4	5
Directed to specified audience	1	2	3	4	5
Appropriate medium for specified audience	1	2	3	4	5
Use of Call to Action	1	2	3	4	5

25% Results

Achieved measurable results/met outlined objectives

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25

Points _____ / **25**

Total Points _____ / **100**

Did the Agency abide by the "How to Enter" & "What to Enter" guidelines? Yes No

Comments: _____



Promotional Marketing

Applicant Number: _____

25% Originality

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25

25% Design

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25

Points _____ / **25**

25% Promotional Impact

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25

Points _____ / **25**

25% Engagement/Purpose

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25

Points _____ / **25**

Total Points _____ / **100**

Did the Agency abide by the "How to Enter" & "What to Enter" guidelines? **Yes** **No**

Comments: _____



Integrated Photography

Applicant Number: _____

25% Composition

Balance	1	2	3	4	5
Use of color	1	2	3	4	5
Rhythm	1	2	3	4	5
Unity	1	2	3	4	5
Overall impression	1	2	3	4	5

25% Technical Quality

					Points _____ / 25
Focused image	1	2	3	4	5
Balanced lighting	1	2	3	4	5
Depth of field	1	2	3	4	5
Image quality	1	2	3	4	5
Integration into marketing piece	1	2	3	4	5

50% Creativity

											Points _____ / 25
Interesting point of view	1	2	3	4	5	6	7	8	9	10	
Originality	1	2	3	4	5	6	7	8	9	10	
Effective use of lighting	1	2	3	4	5	6	7	8	9	10	
Effective cropping and/or editing	1	2	3	4	5	6	7	8	9	10	
Integration of unique message	1	2	3	4	5	6	7	8	9	10	

Points _____ / **50**

Total Points _____ / **100**

Did the Agency abide by the "How to Enter" & "What to Enter" guidelines? Yes No

Comments: _____



Large Format Marketing

Applicant Number: _____

25% Copy

Originality/Creativity	1	2	3	4	5
Grammar/Spelling	1	2	3	4	5
Use of relevant/necessary information	1	2	3	4	5
Structure/Style	1	2	3	4	5
Clarity of Message	1	2	3	4	5

25% Design

					Points _____ / 25
Use of clipart, graphics, or photography	1	2	3	4	5
Use and readability of fonts	1	2	3	4	5
Use of color	1	2	3	4	5
Uniformity	1	2	3	4	5
Brand recognition	1	2	3	4	5

50% Originality

											Points _____ / 25
Creative use of chosen medium	1	2	3	4	5	6	7	8	9	10	
Integration of unique message	1	2	3	4	5	6	7	8	9	10	
Effective use of large space	1	2	3	4	5	6	7	8	9	10	
Aesthetically appealing	1	2	3	4	5	6	7	8	9	10	
Overall Originality	1	2	3	4	5	6	7	8	9	10	

Points _____ / **50**

Total Points _____ / **100**

Did the Agency abide by the "How to Enter" & "What to Enter" guidelines? Yes No

Comments: _____



Logo Design

Applicant Number: _____

20% **Adaptability** 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

Points _____ / 20

20% **Color Usage** 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

Points _____ / 20

20% **Scalability** 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

Points _____ / 20

40% **Originality** 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

(such as
typography,
imagery, overall
design, etc.)

21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40

Points _____ / 40

Total Points _____ / 100

Did the Agency abide by the "How to Enter" & "What to Enter" guidelines? ___Yes ___No

Comments: _____



Marketing Campaign

Applicant Number: _____

25% Consistency of Message

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25

25% Repetition

Points _____ / **25**

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25

25% Creative Execution

Points _____ / **25**

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25

25% Effectiveness of Message/Results

Points _____ / **25**

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25

Points _____ / **25**

Total Points _____ / **100**

Did the Agency abide by the "How to Enter" & "What to Enter" guidelines? ___Yes ___No

Comments: _____



Media Relations Campaign

Applicant Number: _____

20% **Effectiveness of Message**

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

20% **Media Reach**

Points _____ / 20

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

20% **Originality/Creativity**

Points _____ / 20

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

20% **Content/Structure**

Points _____ / 20

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

20% **Grammar/Spelling/Style**

Points _____ / 20

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

Points _____ / 20

Total Points _____ / 100

Did the Agency abide by the "How to Enter" & "What to Enter" guidelines? ___Yes ___No

Comments: _____



Paid Advertisement

Applicant Number: _____

25% **Impact/Results** 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25
Points _____ / 25

25% **Copy**

Originality/Creativity	1	2	3	4	5
Grammar and/or Spelling	1	2	3	4	5
Use of relevant/necessary information	1	2	3	4	5
Structure/Style	1	2	3	4	5
Clarity of Message	1	2	3	4	5

Points _____ / 25

25% **Call to Action** 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25

Points _____ / 25

25% **Creative Execution** 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25

Points _____ / 25

Total Points _____ / 100

Did the Agency abide by the "How to Enter" & "What to Enter" guidelines? Yes No

Comments: _____



Print Communication

Applicant Number: _____

10% Organization

Layout	1	2	3	4	5
Clear division of information	1	2	3	4	5

Points _____ / **10**

30% Content

Grammar/Spelling	1	2	3	4	5	6	7	8	9	10
Use of relevant/necessary information	1	2	3	4	5	6	7	8	9	10
Structure/Style	1	2	3	4	5	6	7	8	9	10

Points _____ / **30**

30% Creativity/Originality

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

30% Design

Use of clipart, graphics, or photography	1	2	3	4	5					
Use and readability of fonts	1	2	3	4	5					
Use of color	1	2	3	4	5					
Uniformity	1	2	3	4	5					
Brand recognition	1	2	3	4	5	6	7	8	9	10

Points _____ / **30**

Total Points _____ / **100**

Did the Agency abide by the "How to Enter" & "What to Enter" guidelines? Yes No

Comments: _____



Social Media

Applicant Number: _____

25% User Engagement

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25

25% Relevant Messages/Content

Points _____ / **25**

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25

25% Frequency/Exposure

Points _____ / **25**

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25

25% Creativity

Points _____ / **25**

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25

Points _____ / **25**

Total Points _____ / **100**

Did the Agency abide by the "How to Enter" & "What to Enter" guidelines? ___Yes ___No

Comments: _____



Website

Applicant Number: _____

25% Organization

Originality/Creativity	1	2	3	4	5
Clear division of information	1	2	3	4	5
Structure	1	2	3	4	5
Navigation	1	2	3	4	5
User Experience	1	2	3	4	5

Points _____ / **25**

25% Design

Originality/Creativity	1	2	3	4	5
Use of color	1	2	3	4	5
Use and readability of fonts	1	2	3	4	5
Uniformity	1	2	3	4	5
Consistency of brand	1	2	3	4	5

Points _____ / **25**

25% Content

Originality/Creativity	1	2	3	4	5
Grammar/Spelling	1	2	3	4	5
Use of relevant/necessary information	1	2	3	4	5
Use of links	1	2	3	4	5
Images and Graphics	1	2	3	4	5

Points _____ / **25**

25% Usage

Ease of use	1	2	3	4	5
Responsive Design	1	2	3	4	5
Quality of information	1	2	3	4	5
Variety of information	1	2	3	4	5
Searchable	1	2	3	4	5

Points _____ / **25**

Did the Agency abide by the "How to Enter" & "What to Enter" guidelines? ___Yes ___No

Comments: _____
