

CHALLENGE & OBJECTIVE (15%)

BRAND STRATEGY / IDENTITY (25%)

PERFORMANCE (25%)

BRAND SIGNIFICANCE (25%)

QUALITY (10%)

DESCRIPTION	EXAMPLE	DESCRIPTION	EXAMPLE	DESCRIPTION	EXAMPLE	DESCRIPTION	EXAMPLE	DESCRIPTION	EXAMPLE
Does this brand have clearly identified objectives, a target audience, an identified budget and a strategy that takes those into consideration?	A strategic brand campaign that is working to reach an identified segment of the population in a strategic way.	Is this a simple or complex strategy? Did you think out of the box to deliver your brand message?	A description of the marketing campaign activities deployed using marketing terminology, showing a strategic approach, highlighting new technologies or applications, impressive timelines, savvy budgets.	Does this submission show actual results based on numbers. Did it increase sales or other KPIs that indicate success?	ROI, revenue, number of new opportunities, percent change in leads, etc.	Did your work have a measureable positive impact on the business or in the community?	Client, community or business partner testimonials, effects on the community, plan for future initiatives.	Is the submission well written? Does it flow? Is it easy for the reader to understand?	Video, relevant images, examples, screenshots, easy to understand.
FOR 5 POINTS	This submission has campaign objectives clearly defined in relation to an identified need. This campaign has a strategy based on those objectives, also taking into consideration the target audience and budget which are also defined.	The submission indicates 'outside of the box' thinking to implement a creative solution that shows marketing and messaging mastery with regards to the identified objective and target audience. It includes several examples of the work completed across different platforms or channels.	Changes in ROI, revenue, profits, sales, corporate social responsibility or a variety of supplemental metrics that create the full picture to show how the new website or app performed.	Client or strategic partner testimonial in a video describing the community impact of your brand.	A clear presentation from beginning to end that is written well and incorporates great videos, relevant screenshots and/or examples.				
FOR 4 POINTS	Fully describes a difficult and expansive problem, describes the objectives and describes the audience.	Very creative solution and use of innovative technology or delivery. Good use of content, messaging, and visual design, to a targeted audience to achieve a defined objective.	New leads, new business opportunities and other lead generation metrics not specifically tied to revenue.	Client or strategic partner testimonial, quotes or feedback.	Great flow and writing quality that has good examples/images.				
FOR 3 POINTS	Fully describes a simple campaign with a general audience and vague objective.	Some creative thinking and an unconventional approach to the content and messaging which appears to be developed based on a strategy, though is not executed in a manner that takes the specific audience or objectives into consideration.	Visits, traffic, conversion rates.	Full written description of the impact on the business or community.	Good writing quality and good screenshots showing the product and the work.				
FOR 2 POINTS	Mostly focuses on the work done and only briefly describes the target audience or objectives.	This submission describes a common approach to deliver a well crafted and strategic message to an undefined audience. It includes some examples of the work completed.	Metrics tied to other activities such as emails and social media.	Short quote, minimal impact described.	Subpar writing and/or screenshots of irrelevant pieces of the campaign.				
FOR 1 POINT	Only describes the work done, does not describe the objectives or strategy.	This application describes the use of common approaches to deliver a simple campaign to an undefined audience. It does not include examples of the work completed.	No substantive metrics included to measure the results of this website or app.	Minimal impact of the work mentioned.	Poor writing quality and/or no images or screenshots.				

2019



BRAND OF THE YEAR