

	CHALLENGE & OBJECTIVE (15%)	SOLUTION (35%)	RESULTS (25%)	IMPACT (15%)	QUALITY (10%)
DESCRIPTION	Does this challenge require creativity and thinking outside of the box? Does the challenge allow you to really deliver value with this website or app? Is this website or app being built to achieve specific objectives?	Is this a simple or complex solution? Did you think out of the box to provide a solution? Did you come across as an expert of the product? Did you clearly explain the work that you did?	Does this submission show actual results based on numbers. Did it increase sales or other KPIs that indicate success?	Did your work have a measurable positive impact on the business?	Is the submission well written? Does it flow? Is it easy for the reader to understand?
EXAMPLE	Big goal, objective, or challenge that effects many parts of the company, not solvable by a quick fix.	Uses marketing terminology, uses a strategic approach, integrates new technologies or applications, impressive timelines, savvy budgets.	ROI, revenue, number of new opportunities, percent change in leads, etc.	Client or business partner testimonials, effects on several parts of the business, plan for future growth.	Video, relevant images, examples, screenshots, easy to understand.
FOR 5 POINTS	The submission thoroughly describes the problem that was being faced and why it was a problem for their business. Describes the full breadth of the problem as well the the goals or objectives that were set to achieve with their impact on the business or community.	The submission indicates 'outside of the box' thinking to implement a creative solution that shows marketing and technology mastery with regards to content, navigation, visual design, functionality, and/or interactivity.	Changes in ROI, revenue, profits, sales, or a variety of supplemental metrics that create the full picture to show how the new website or app performed. If this is not a revenue driving campaign, fully describes the full impact of the campaign.	Client or strategic partner testimonial in a video.	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 that was being faced, or fully describes the goals of the website or app.	Very creative solution and use of innovative technology. Good use of content, structure and navigation, visual design, functionality, and/or interactivity.	New leads, new business opportunities and other lead generation metrics and other KPIs that can indicate success.	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 and easily solvable challenge.	Some creative thinking and a creative use of technology. There has been some attention placed on content, structure and navigation, visual design, functionality, and/or interactivity.	Visits, traffic, conversion rates.	Full written description of the impact on the business.	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 challenge.	This application has some creative thinking and a an innovative use of some areas of content, structure and navigation, visual design, functionality and interactivity - but there are some of these areas that are missing or are subpar.	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 initial challenge.	This application describes the use of common approaches to solve a simple challenge.	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.