

VIDEO



	CHALLENGE & OBJECTIVE	SOLUTION	VIDEO EXECUTION	RESULTS	IMPACT	QUALITY
	15%	20%	25%	15%	15%	10%
DESCRIPTION	Does this challenge or objective require creativity and thinking outside of the box? Does it allow you to really deliver value with this video?	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?	Is the video submitted one that shows audio and visual quality with a clear and compelling expression of the message?	Does this submission show actual results based on numbers. Did it increase sales or other KPIs that indicate success?	Did your work have a measureable 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 affects 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.	Smooth edits, level audio, cohesive narrative and compelling message.	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 challenge that was being faced and why it was a problem for their business. Describes the full breadth of the challenge and the objectives it was hoping to achieve.	The submission indicates 'outside of the box' thinking to implement a creative solution that shows marketing and technology mastery.	The video shows production mastery free from noticeable audio, visual or editing issues and presents a compelling expression of the message.	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. Or, if the objectives of this campaign are not financial, to show how this campaign resulted in specific, measureable KPIs beyond contacts generated or campaign reach.	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 challenge that was being faced.	Very creative solution and use of innovative technology.	This video is of good production quality with an good narrative and compelling message.	New leads, new business opportunities and other lead generation metrics not specifically tied to revenue or bottom-line business objectives.	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.	This video is of good production quality with a weak narrative or no compelling message.	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.	Some creative thinking and use of basic apps and technology.	This video has audio or visual issues but has a clear narrative or message.	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 POINTS	Only describes the work done, does not describe the initial challenge.	This application describes the use of common approaches to solve a simple challenge.	The video has issues with the audio or visual components. It lacks a clear narrative.	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.