

CREATIVE



	CREATIVE SOLUTION	CREATIVE EXECUTION	RESULTS & IMPACT	CHARACTER	QUALITY
	20%	25%	25%	20%	10%
DESCRIPTION	Is this creative work a simple or complex solution to the problem of effectively conveying a message? 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 the creative work submitted show visual quality with a clear and compelling expression of the message?	Did the candidate achieve concrete results? Are these results acknowledged by the organisation and/or industry? Provide examples.	Did the candidate offer more of their time than reasonably expected in pursuit of a greater cause for the industry? Garner a reputation of leadership amongst their peers? Achieve the respect and admiration of friends and competitors, as the 'go to' person for the industry? Challenge the industry to greater achievement? Transcend politics and offer unbiased leadership in the tasks that were achieved?	Is the submission well written? Does it flow? Is it easy for the reader to understand?
EXAMPLE	Uses marketing terminology, uses a strategic approach, integrates new technologies or applications, impressive timelines, savvy budgets.	High quality production, interesting presentation of messaging, cohesive narrative and compelling message.	Concrete examples of results - both from the candidate, peers and the industry. Reference letters or testimonials are encouraged from company, competitors and industry.	An individual who gives back to the community by volunteering, mentoring and generally going above-and-beyond to help individuals and organizations.	Video, relevant images, examples, screenshots, easy to understand.
FOR 5 POINTS	The submission indicates 'outside of the box' thinking to implement a creative solution that shows marketing and technology mastery.	The creative work presented shows production mastery free from noticeable 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 campaigns or marketing initiatives performed. Video testimonial about the candidates work is included.	The submission shows that the candidate is volunteering in the community more than one would reasonably expect. They've included specifics of their multiple volunteer engagements and are working to give back the community in a meaningful way. This can include volunteer board positions. This submission includes a testimonial from someone that they work with on their community initiatives.	A clear presentation from beginning to end that is written well and incorporates great videos, relevant screenshots and/or examples.
FOR 4 POINTS	Very creative solution and use of innovative technology.	This creative work is of good production quality with a good narrative and compelling message.	New leads, new business opportunities and other lead generation metrics not specifically tied to revenue. Testimonial of the candidates work is included.	This submission shows regular engagements of time intensive volunteer engagements and/or unpaid community involvements. No testimonial is included.	Great flow and writing quality that has good examples/images.
FOR 3 POINTS	Some creative thinking and a creative use of technology.	This creative work is of good production quality with a weak narrative or no compelling message.	Some ROI and results included.	This individual commits to a regular volunteer role in on ongoing basis though the time and resource demands of this position are low.	Good writing quality and good screenshots showing the product and the work.
FOR 2 POINTS	Some creative thinking and use of basic apps and technology.	This creative work has notable issues but still has a clear narrative or message.	Has shown limited results/impact on the campaigns and initiatives.	This individual volunteers casually in a non-committed engagement.	Subpar writing and/or screenshots of irrelevant pieces of the campaign.
FOR 1 POINTS	This application describes the use of common approaches to solve a simple problem.	The creative work submitted has issues and is unclear as to why it is award worthy.	Has not satisfactorily shown the results or impact on the on campaigns and initiatives. No testimonial is included.	No examples were given to show how the individual is contributing to the community through volunteer or non-paid work.	Poor writing quality and/or no images or screenshots.