



# JUDGING CRITERIA

Judges will read and pre-score all entry forms, considering any supporting visuals and the compliance of all entry rules and terms.

Judges will be asked to give a score for each criteria, as listed below. These will be combined to give an overall score for each entry.

All judges pre-scores will then be combined, and the highest scoring entries will determine the shortlists.

## JUDGING CRITERIA

### ❖ FOR INDIVIDUALS/COMPANIES/TEAMS

#### 1. Achievement (0-10 points)

What have they achieved to this date?

#### 2. Professional development (0-10 points)

What are they doing for continuous professional development to improve themselves?

#### 3. Innovation (0-10 points)

How are they innovating for themselves and the profession?

#### 4. Contribution (0-10 points)

How are they contributing to the development of the profession?

#### 5. Society (0-10 points)

How are they contributing to broader society and the community?

*\*All material will remain confidential to the judges, except the first section of the entry forms "Short Presentation", which will be published online for all winners. All judging discussions are confidential and will not be shared or discussed with anyone outside of the judging panel ahead of the ceremony or thereafter.*

## ❖ FOR CAMPAIGNS/PROGRAMS

### 1. Insight and research (0-10 points)

How has research, data and analytics been used to inform objectives, strategy and tactics?

### 2. Strategy and planning (0-10 points)

Is there evidence of the use of sound professional strategy and planning?

### 3. Innovation (0-10 points)

Has the campaign used innovative thinking in techniques, channels and media?

### 4. Implementation (0-10 points)

How effectively was the plan implemented?

### 5. Creativity and originality (0-10 points)

Did the campaign use exceptional creativity or originality?

### 6. Results and impact (0-10 points)

Did it work? Focus should be on outcomes and business impact NOT outputs (e.g., media coverage). Should comply with the Barcelona Principles 2.0 (some entries are before 3.0)

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