



DAVOS
PR DIGITAL
AWARDS

WCFA



JUDGING CRITERIA

Our judges carefully evaluate all entry forms, considering supporting visuals and ensuring compliance with all entry rules and terms. Each judge assigns scores based on specific criteria listed below, which are then combined to determine an overall score for each entry. The total scores from all judges are then calculated, and the entries with the highest scores make it to the shortlists.

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?

CRITERIA FOR PROJECTS/CAMPAIGNS

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 the project achieve meaningful results for the business? Focus on outcomes rather than just outputs (e.g. media coverage). Entries must adhere to the Barcelona Principles 2.0, emphasizing outcome measurement and transparency.