



JUDGING CRITERIA

FOR CAMPAIGN ENTRIES

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.

FOR INDIVIDUAL/COMPANY ENTRIES

1. Achievement (0-10 points)

What have they achieved to 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?