

CATEGORY	35	28	20	10	SCORE
OBJECTIVES	The presentation clearly expands and develops and thoroughly supports the objectives	The presentation states the objectives partially supported and developed	Minimal objectives are developed and partially supported	Minimal objectives are developed not supported	
TARGET MARKET	The target market is clearly and accurately analyzed for the product (demographics); secondary target markets are accurately considered	The target market is clearly and accurately analyzed for the product (demographics); no secondary target markets are considered	The target market is stated and partially analyzed (demographics)	Minimal information is given for target market with little demographic information	
MEDIA SELECTION	Realistic and properly defined in terms of reach, frequency and continuity; follows current technology trends	Realistic and properly defined in at least one area of reach, frequency or continuity; somewhat follows current technology trends	Somewhat realistic and properly defined in at least one area of reach, frequency or continuity; somewhat follows current technology trends	Somewhat realistic and properly defined in at least one area of reach, frequency or continuity; does not follow current technology trends	
BUDGET	Realistic for the advertising campaign based on the product and location of the campaign; all costs that would be incurred have been considered	Realistic for the advertising campaign based on the product and the location of the campaign; most costs that would be incurred have been considered	Somewhat realistic for the advertising campaign based on the product and the location of the campaign; very few costs that would be incurred have been considered	Somewhat realistic for the advertising campaign based on the product and the location of the campaign; no costs were considered	
ADVERTISING SCHEDULE & ORGANIZATION	Advertising schedule shows continuity and logical order; the campaign has a realistic length and promotions are scheduled properly in relation to the target market; consistent with other parts of the campaign	Advertising schedule shows continuity and order that shows somewhat of a realistic length; promotions are scheduled regularly; somewhat consistent with other parts of the campaign	Advertising schedule has been created with an order that shows somewhat of a realistic length; promotions are not scheduled regularly	Advertising schedule has been created; no logic or order stated; promotions are not regularly scheduled	

PROMOTION	Promotional Mix Components are integrated into the advertising campaign: public relations, personal selling, advertising, and promotional sales; creative, realistic, and original	Promotional Mix Components are integrated into the advertising campaign: public relations, personal selling, advertising, and promotional sales; somewhat creative, realistic, and original	Most of the promotional mix was integrated into the advertising campaign: public relations, personal selling, advertising and/or promotional sales; little or no sense of being creative, realistic and/or original	Partial components of the promotional mix was integrated into the advertising campaign: public relations, personal selling, advertising and/or promotional sales; little or no sense of being creative, realistic and/or original	
OVERALL PERFORMANCE	All Members present professional appearance, poise, confidence; confident presentation techniques, effective use of visuals, professionalism of participants, participation by each participant present	All Members present professional appearance, poise, confidence; somewhat confident presentation techniques, minimal use of visuals, professionalism of participants, participation by each participant present	Most Members presented professional appearance, poise, confidence; somewhat confident in presentation technique, little or no use of visuals; most participants present participated	Few Members presented professional appearance, poise, confidence; somewhat confident in presentation technique, little or no use of visuals; most participants present participated	0