



# JUDGING INFORMATION PACKET

## COMPETITIVE EVENTS PROGRAM

### ADVERTISING CAMPAIGN

Thank you for agreeing to share your time and knowledge with Collegiate DECA members at the International Career Development Conference (ICDC)!

As a judge you will sit across the table from Collegiate DECA's most talented members and evaluate their knowledge and skills they've developed all year. You provide the 'real world' expertise that sets our industry-validated competitive events program apart as you determine who will advance to finals or be named an international finalist.

ICDC would not be possible without your commitment. On behalf of all Collegiate DECA students and staff, thank you for serving as a competitive events judge!



# PREPARED BUSINESS PRESENTATION EVENTS

## *Written Entry Included*

### JUDGING INSTRUCTIONS

DECA's Competitive Events Program is aligned to industry-validated National Curriculum Standards in the career clusters of marketing, business management and administration, finance, and hospitality and tourism. The DECA members you will be judging have qualified from a series of competitions and represent the top performers from their state/province.

#### EVENT OVERVIEW

- The event you have agreed to judge includes two parts: a written entry and an oral presentation.
- You have been assigned to judge one section of this event.
- In your section, you will judge 10-15 participant teams (1 to 3 participants), who are only competing against each other in the preliminary competition. The top performing teams from each section after combining the written entry (50 points maximum) and oral presentation (50 points maximum) scores will advance to final competition.
- As a judge, you will evaluate the participant teams' written entry and presentation using the provided rubric.

#### YOUR ROLE AS A JUDGE

- Carefully review the event guidelines and evaluation form, understanding your characterization as a judge. When it is time for you to begin seeing the participants, they will be brought to your judging table one team at a time.
- Prior to each team's presentation you will be given their written entry. You will have 10 minutes to review the team's written entry before the team is brought to your judging table.
- When a participant team is brought to your judging table, the 20-minute presentation time will begin. This includes any time that the team may need for setting up their presentation. Allow the participant teams to complete their presentation without interruption, unless you are asked to respond. Each participant must take part in the presentation.
- Following the oral presentation and if time remains, you may ask questions based on your notes or on the written entry itself.
- Materials appropriate for the situation may be handed to you or left with you by the participants. Items of monetary value may be handed to but may not be left with the judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- At the conclusion of the presentation, thank the participant(s). Please do not provide any feedback to the participant(s).
- Use pencil to complete the scantron form, recording the score in the box and blackening the correct score. You may need to adjust scores as you establish clear expectations for performance.
- If you have any questions, please consult your event director.
- All participants, regardless of race, color, religion, sex, national origin, age, disability, sexual orientation or socio-economic status, should be treated equally and respectfully.

#### TIPS AND SUGGESTIONS

- Perform a consistent judge characterization and maintain the same expectations of participant teams throughout to ensure an equitable competitive environment.
- Create a positive learning environment for participants.
- To assist with the determination of winners, please avoid giving ties.
- Participants scoring a combined total score of 70% or better on the competitive event components will earn a Certificate of Excellence.



1 to 3  
PARTICIPANTS



15  
PAGES  
ALLOWED



20  
PRESENTATION  
TIME

*Thank you for  
volunteering to evaluate  
our emerging leaders and  
entrepreneurs.*



## ADVERTISING CAMPAIGN

The **Advertising Campaign** event involves 1 to 3 students preparing an advertising campaign for any service, product, company or business, then presenting the campaign to a prospective client/advertiser selected by the students/team.

Students select their own client, indicate an appropriate budget amount, select their own media, and determine the timeline for the campaign. There is no set budget; however, a budget must be determined by the students/team and should be appropriate for the client and for the campaign. For media rates and guidelines, documentation must be provided to the judge.

### MARKETING + COMMUNICATIONS

#### EVENT OVERVIEW

The content to be evaluated is found in the standard Evaluation Form located in these Guidelines. Preliminary round competition will consist of an evaluation of the written report (minus deductions from the Written Entry Checklist) and one presentation for a possible 100 points. Students/team will be ranked by section and a predetermined number of students/teams will be named finalists. Finalists will again be evaluated based on their written report (minus deductions) and presentation to determine final rankings. The following guidelines will be applied to the presentations at the International Career Development Conference.

The Advertising Campaign consists of 2 major parts, both evaluated by the judge, for a maximum 100 points:

- The written report is limited to 15 pages, and will account for a maximum 50 points.
- The oral presentation by the students, limited to twenty minutes including set-up, presentation time, and answering questions from the judge, will also account for a maximum 50 points.

The presentation will be given to a decision-maker (judge) in the prospective client's/advertiser's organization, as specified by the students/team.

*Read everything carefully in the Format for the Format of the Written Report, Guidelines for Media Documentation, Guidelines for the Presentation, Written Entry Checklist, Written Statement of Assurances, and Evaluation Forms.*

#### LEARNING OUTCOMES

In addition to developing and demonstrating specific knowledge, through the development and presentation of an advertising campaign to the judge, the students will develop or reinforce the following areas in relation to the advertising industry:

- Using written communication in forms and reports
- Collecting information, obtaining facts and ideas
- Writing clear, attention-getting advertising copy
- Developing advertising/promotional budgets
- Developing an advertising/promotional plan
- Planning and scheduling advertising/promotions
- Demonstrating the application of advertising principles and techniques to the business environment
- Organizing and presenting ideas and concepts effectively, in a clear and logical order
- Analyzing business situations, organizing thoughts and identifying solutions
- Demonstrating knowledge/understanding of customer/client needs
- Accomplishing objectives as a team (where appropriate)

#### 21<sup>st</sup> CENTURY SKILLS

Students will also develop many 21<sup>st</sup> Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

# STUDENT INSTRUCTIONS

## FORMAT GUIDELINES FOR THE WRITTEN REPORT

The students/team must prepare examples, in the form of a written report, of all forms of advertising media necessary for the campaign. Read carefully and follow the instructions for: Title Page, Format for the Written Report and Evaluation of the Written report, Checklist Standards, Guidelines for Media Documentation, and Written Entry Checklist.

**Title Page.** The first page of the written report is the title page which lists the following:

ADVERTISING CAMPAIGN  
Title of Campaign/Name of Business  
Name of Chapter/School  
Name of Chapter Advisor  
Chapter Advisor's Address  
City, Association ZIP or Postal Code  
Country  
Students Name(s) and Address(es)  
City, Association ZIP or Postal Code  
Country  
Date

A page number will not appear on the title page; however, the title page does count as one of the maximum 15 pages allowed. The page following the title page will be numbered "2".

The Written Statement of Assurances must be signed and submitted with the entry. Do not include it in the page numbering.

### Format for Written report and Evaluation of the Written report

The body of the written report should include:

#### I. EXECUTIVE SUMMARY

A one-to two-page description of the campaign.

#### II. OBJECTIVE(S) OF THE CAMPAIGN

#### III. IDENTIFICATION OF TARGET MARKET—PRIMARY AND SECONDARY MARKETS

#### IV. LIST OF ADVERTISING MEDIA SELECTION NECESSARY FOR THE CAMPAIGN

#### V. COST ESTIMATES

#### VI. SCHEDULES OF ALL ADVERTISING PLANNED

#### VII. DOCUMENTATION OF APPROPRIATE MARKET AREA MEDIA RATES AND GUIDELINES

(See "Guidelines for Media Documentation")

Special Note: Use the written report for support and documentation of the information presented.

# STUDENT INSTRUCTIONS

## CHECKLIST STANDARDS

In addition to the items outlined above, students must observe the following rules. The purpose of these rules is to make the competition as fair as possible among all students. Points will be deducted for each violation. Refer to the Written Entry Checklist.

1. Two “official” written reports must be submitted. Both of these must be submitted in official Collegiate DECA (or DECA) folios. Folios are available from DECA Images (catalog # FOLIO). No markings, tape or other materials should be attached to the folios.
2. Both “official” written reports must be brought to the student briefing session to be turned in for evaluation according to the Written Entry Checklist. These will be kept by the event director and will be given to the judge prior to your presentation.
  - The students/team may retain other copies (or photocopies) for their personal reference during the presentation. These do not have to be in official folios, will not be evaluated, and may not be shown to judge.
3. The written report must be limited to 15 pages, including the title page, which is not numbered. The pages must be numbered in sequence; however, a page number will not appear on the title page. The title page does count as one of the maximum 15 pages allowed. The page following the title page will be numbered “2”. One page will be counted for each 8.5 x 11-inch panel or fraction thereof (foldouts, brochures, etc.). Extra pages added as dividers or additional title pages (even if blank) are included in the maximum 15 pages.
4. Body copy of the written report must be at least double-spaced (not space-and-a-half). Title page, executive summary, bibliographical references, appendix content, footnotes, long quotes, material in tables, figures, exhibits, lists, headings, sample letters, forms, charts, graphs, etc. may be single-spaced. Material may appear on one side of the page only.
5. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts, graphs, exhibits may be handwritten.
6. Colored paper, ink, pictures, etc. are allowed. Divider tabs, page borders, artwork, attachments, foldouts, paste-ups, photographs, etc. may also be used, but are still subject to number of pages and page size restrictions.
7. Written documentation for media rates and guidelines appropriate for market area must be provided. This must be brought to the presentation to the judge to be checked according to the Written Entry Checklist and to be available for the judge.

# GUIDELINES FOR MEDIA DOCUMENTATION

Documentation must be provided to serve as written proof of media rates and applicable guidelines for the appropriate market area (most judges will be from the area where the conference is being held). The purpose of this documentation requirement is to account for differences in clients, media rates, guidelines, etc. that vary from region to region and market to market (i.e., New York City versus Small Town, USA). The documentation is provided to allow your prospective client (judge) to evaluate your campaign with the greatest possible effectiveness given the limited time, and to allow you to best communicate the media portion of your campaign. While you should certainly summarize the media actually used within your 15 page written report, you still must provide the support documentation (i.e., a copy of the letter sent to you from the radio station, the actual rate book used for your market, printouts of rates available on the Internet) from the media company/companies as proof of rates. Any information created by the students (i.e., summary of media used, description of media used) is NOT APPROPRIATE for the media only Appendix or separate Media Documentation and may be subject to penalty points under the Written Entry Checklist guidelines.

There are many forms in which you may receive media rates and guidelines for your market, whether it is a few pages faxed from a small radio station, or a media booklet developed and published for a large metropolitan market or a printed rate schedule available on the Internet.

*NOTE: Simply providing the "source" of the information does NOT satisfy the guidelines if the actual information is available. For example, if you obtained rates via the Internet you should identify the source but you must ALSO print out the rates pages that you used and include them in the Appendix. Simply providing the name of the website or a URL is not adequate. However, if it is not possible to provide a printout, photocopy, etc. of the rates then state clearly why this was not possible.*

The format options for media documentation are as follows. Students are encouraged to use divider pages or other such methods for clearly identifying media documentation and separating each document. If used within the media documentation, they will not be subject to the written entry checklist standards.

## MEDIA ONLY APPENDIX

If your documentation consists only of a few pages and will easily fit in the official folio with your written report, you may choose to include an Appendix for media documentation. If you choose this approach, your media Appendix will NOT count as one of the maximum 15 pages allowed.

*NOTE: If material other than actual media information (as described above) is included in your Appendix, you may be penalized under the Written Entry Checklist guidelines.*

## SEPARATE MEDIA DOCUMENTATION

If your documentation consists of many pages (it may even be in bound form) and does NOT fit in the official folio with your written report, you may choose to provide separate media documentation. If you choose this approach, your media documentation does not need to follow any certain formatting guidelines and will NOT count as one of the maximum 15 pages allowed.

*NOTE: If material other than actual media information (as described above) is provided as Separate Documentation, you may be penalized under the Written Entry Checklist guidelines.*

Remember, as in a real-world situation, it is up to the students to effectively present their media to the prospective client (judge), given the guidelines and time limits for written documentation and presentation outlined in this publication.

## GUIDELINES FOR THE PRESENTATION

- A contract for the campaign which designates proposed media costs and agency fees will be presented by you as part of the close of the presentation. You may attach your business card to the contract. These are not to be part of media documentation.
- Self-contained, state-of-the-art technology (personal or laptop computers/hand-held digital organizers) may be used. However, students must use battery power even if electrical outlets are available in the room.
- Visual aids (poster paper, flip charts) may be used.
- All materials, equipment, supplies, etc. must be provided by the students. DECA assumes no responsibility for damage/loss of materials, equipment, supplies, etc.
- All presentation materials must be prepared by the student with the exception of product samples. Sample products may be used as part of the presentation.
- Students will have up to **20 minutes** to set up in the presentation room/area, present their advertising campaign and answer questions from the judges. Other persons may assist in the set-up, but only for the time needed for set up. After this time they must leave the room.
- The students/team may bring copies of the written report to the presentation for their personal reference. These do NOT have to be in official folios, will NOT be evaluated and may NOT be shown to judge.
- Materials appropriate to the situation may be handed to or left with the judge. Items of monetary value may be handed to, but may not be left with, the judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- Students are responsible for providing documentation of media rates and guidelines (in an Appendix or as a separate document) according to the Guidelines for Media Documentation section.
- When using a presentation aid, such as a laptop computer, the noise level must be kept at a conversational level that does not interrupt other students. If this guideline is not followed, the presentation will be interrupted and the students will be asked to follow the noise policy. Note: The noise level may be less of an issue when only one presentation is taking place in a room at a time (often the case with this event).
- Competitors are also responsible for following the information provided in the General Rules and Regulations for competition found on page 3.

Failure to follow guidelines may result in disqualification.

## PRESENTATION SCHEDULE

10 minutes for the judges to review the written entry

20 minutes for student set-up, presentation by the students/team and questions by the judges

10 minutes for scoring by the judges



1 to 3  
STUDENTS



15  
PAGES  
ALLOWED



20  
PRESENTATION  
TIME

# JUDGE INSTRUCTIONS

The Advertising Campaign event was created by Collegiate DECA in response to the career opportunities available for college graduates in the advertising field. Students with career interests in advertising have developed a detailed ad campaign. Each student/team has selected their own prospective client/advertiser. Playing the role of a decision-maker in the prospective client's organization, you are to read the written document and then take part in a presentation by the team. The team must provide for you, as part of their written report, documentation that supports the media rates and guidelines used. While a budget limit was not given to the students/team, each team must identify the budget used for their campaign. Part of your role is to evaluate whether the budget was followed, and whether it is appropriate for the media, client and market indicated.

## JUDGING THE WRITTEN ENTRY

Please familiarize yourself with all of the guidelines before reading any of the written report and interacting with students. Penalty points (see Written Event Checklist) have already been assessed. Your job is to evaluate the written report and presentation based on the Evaluation Form.

- To ensure fairness, at no time should a student be asked where he/she is from (school, state, country, etc.).
- Place the student(s)' name(s) and identification number(s), using labels if provided, on the bubble score sheet as instructed (if not already done). If a bubble score sheet has not been provided, this information must be placed on the Written Evaluation Form for this event.
- You will have 10 minutes to read the research report before the students enter the judging area/room. This is an appropriate time to evaluate the research report using the Written Evaluation Form. Refer to the Evaluation Criteria section for guidelines.
- On the bubble sheet provided, please bubble in the appropriate score and write the score on the corresponding line to verify accuracy. Please make sure not to exceed the maximum score possible for each item.
- Please make sure to score all categories, add them for the total score, and then initial the total score. The maximum score for the Written Entry is 50 points.

## EVALUATION CRITERIA

A score under the heading **Exceeds Expectations** in any category means that, in your opinion, the information is presented in an effective, creative way; in effect, nothing more could be expected of the students, and the decisions/recommendations have been presented well.

A score under the heading **Meets Expectations** in any category means that, in your opinion, the information is presented well. There may be a few minor problems or omissions, but they are not significant. Decisions/Recommendations that earn this level in every category for the presentation would probably receive strong consideration for implementation.

A score under the heading **Below Expectations** or **Little/No Demonstration** in any category means that some major flaw has been noted which damages the effectiveness of the presentation. This may be a major omission, a serious misstatement or any other major flaw.



# JUDGE INSTRUCTIONS

## JUDGING THE PRESENTATION

- Please familiarize yourself with all of the guidelines before interacting with students. Your job is to evaluate the presentation based on the Presentation Evaluation Form.
- Please place the student(s)' name(s) and identification number(s), using labels if provided, on the bubble score sheet as instructed (if not already done). If a bubble score sheet has not been provided, this information must be placed on the Presentation Evaluation Form for this event.
- Students will be scheduled for presentations at 40 minute intervals.
- You will have 10 minutes to read the written entry before the students enter the judging area/room.
- Students will have up to 20 minutes to set up in the presentation room/area, present their advertising campaign and answer questions from the judges. Remember, you are role-playing a decision maker in an organization looking for an effective advertising campaign. You may refer to the student's written report or to your notes during the interaction with the students.
- You may ask questions of the students to determine their ability to think spontaneously. To insure fairness, you must ask all students the same standard questions. After asking the standard questions, you may ask other questions for clarification specific to the current students.
- Following their interaction with you, please thank the students and state that a decision will be made soon and the students will be notified of the decision. Please give no indication of their performance/score.
- During the last 10 minutes, after the students are excused from the judging area, you may score the students. Refer to the Evaluation Criteria section for guidelines. On the bubble sheet provided, please bubble in the appropriate score and write the score on the corresponding line to verify accuracy. Please make sure not to exceed the maximum score possible for each item.

Please make sure to record a score for all categories, add them for the total score, and then initial the total score. The maximum score for the presentation is 50 points.

**Note:** If a bubble score sheet is not provided, indicate your scores on the Advertising Presentation Evaluation Form. You may be asked to complete the Recap section and total your combined score for both the written entry and the interview. The section manager will double-check all addition. The Presentation Evaluation Form follows the outline shown in the section entitled Guidelines for the Presentation, which explains in greater detail what should be discussed in each part. During the presentation, ask yourself, "Will this work? Is it realistic given the budget limitations? Do the students sound knowledgeable? Are the students communicating clearly?" Ultimately, you must decide, "Would I hire this team to design and implement the advertising campaign for my organization?"

## PRESENTATION SCHEDULE

10 minutes for the judges to review the written entry

20 minutes for student set-up, presentation by the students and questions by the judges

10 minutes for scoring by the judges

## EVALUATION CRITERIA

A score under the heading **Exceeds Expectations** in any category means that, in your opinion, the information is presented in an effective, creative way; in effect, nothing more could be expected of the students.

A score under the heading **Meets Expectations** in any category means that, in your opinion, the information is presented well. There may be a few minor problems or omissions, but they are not significant. A proposal which earns this level in every category for the presentation would probably receive strong consideration for hiring.

A score under the heading **Below Expectations** or **Little/No Demonstration** in any category means that some major flaw has been noted which damages the effectiveness of the presentation. This may be a major omission, a serious misstatement or any other major flaw.

## JUDGING SUMMARY

Maximum score is 100 points. A score of 70 or better will earn the students a Certificate of Excellence.

We hope you are impressed by the quality of work of these students with a career interest in the field of advertising. If you have any suggestions for improving this event, please mention them to your event manager.



# WRITTEN ENTRY CHECKLIST

Please refer to Format Guidelines for the Format of the Written Report for a more detailed explanation of these items.

	CHECKED	PENALTY POINTS ASSESSED	PAGE NUMBER	NOTATION
1. The Written Statement of Assurances must be signed and submitted with the entry.	_____	15	_____	_____
2. Entries submitted in an official Collegiate DECA (or DECA) written event folio. 2 copies submitted.	_____	5	_____	_____
3. Title page information has been provided as requested.	_____	5	_____	_____
4. Limited to the number of pages specified in the guidelines. One page will be counted for each 8.5 x 11 inch panel or fraction thereof (foldouts, brochures, etc.).	_____	5 Per Page	_____	_____
5. All pages are numbered in sequence (except for the title page, which is not numbered).	_____	5	_____	_____
6. Major content must be at least double-spaced (not space-and-a-half). Title page, executive summary, bibliographical references, appendix content, footnotes, long quotes, material in tables, figures, exhibits, lists, headings, sample letters, forms, charts, graphs, etc. maybe single-spaced.	_____	5	_____	_____
7. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts, graphs, exhibits may be handwritten.	_____	5	_____	_____
8. The body of the written entry follows the sequence outlined in the guidelines. Additional subsections are permitted.	_____	5	_____	_____
9. Documentation of media rates is provided for all media references.	_____	10	_____	_____
10. Media-only Appendix does not include material other than specific media documentation.	_____	10	_____	_____

**TOTAL PENALTY POINTS ASSESSED** \_\_\_\_\_

*A check indicates that the item has been examined.  
 A circled number indicates that an infraction has been noted.  
 A page number indicates the location of the infraction.*

## INSTRUCTIONS FOR REVIEWER

\*Except for item #4, the penalty points assessed must be the exact number of points indicated in the Penalty Points Assessed column for the item in question. There is no partial assessment of penalty points. For example, for item #3: if the information has not been provided as requested, just circle the “5” points. You do not assess fewer than 5 points because most of the information is present.



## WRITTEN EVENT STATEMENT OF ASSURANCES

Research and report writing are important elements of modern business activities. Great care must be taken to assure that the highest ethical standards are maintained by those engaging in research and report writing. To reinforce the importance of these standards, all written entries in Collegiate DECA's Competitive Events Program must submit this statement as part of the entry. The statement must be signed by all members of the competitive team, where applicable, and should be placed at the front of the written entry binder that is submitted for penalty points. Students will NOT be permitted to present to judge unless this has been submitted.

I understand the following requirements as set forth by DECA Inc. for all Competitive Event entries containing a written component. These requirements are additional to any general competitive event rules and regulations published by DECA Inc. By signing this statement, I certify that all are true and accurate as they relate to this entry.

1. The contents of this entry are the results of the work of the team members listed below.
2. No part of this entry has been previously entered in international competition.
3. This entry has not been submitted this year for international competition in any other Collegiate DECA competitive event, nor by any other student/team in this event.
4. Credit for all secondary research has been given to the original author and is stated as such in the written project.
5. All activities or original research procedures described in this entry are accurate depictions of the efforts of the team members listed below.
6. I understand that Collegiate DECA has the right to publish this entry. Should Collegiate DECA elect to publish this entry, I will receive an honorarium from Collegiate DECA. Individuals/Teams with extenuating circumstances may appeal the right to publish the entry to the executive committee of the board of directors prior to submission of the project for competition.
7. I understand that the ideas and information presented in the written project and judge interaction will become public information. Therefore, DECA Inc., its staff, volunteers and organizational partners cannot reasonably be expected to ensure the security of my/our ideas and information.
8. DECA will retain 1 official copy of all written entries. The second copy may be picked up by the students or the advisor at a designated date, time, and location. This information will be announced during the event briefing session. Unclaimed written entries/folios will not be returned to the students after the conference.

*This statement of assurances must be signed by all members of the team and submitted during the Advertising Campaign event briefing, or entry will be given 15 penalty points.*

_____ Name of Chapter	_____ Chapter Advisor	_____ Chapter Advisor Email
_____ Student's Name	_____ Student's Name	_____ Student's Name
_____ Student's Signature	_____ Student's Signature	_____ Student's Signature

*Place at the front of the written entry. Do not count as a page.*



# ADVERTISING CAMPAIGN

## WRITTEN ENTRY EVALUATION FORM

Please refer to the **Written Entry Guidelines** for a more detailed explanation of these items.

EXECUTIVE SUMMARY	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. One- to two-page description of the project	0-1	2-3	4	5	

OBJECTIVES OF THE CAMPAIGN	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. Are the objectives for the campaign clearly defined and realistic in terms of the budget?	0-1	2-3	4	5	

IDENTIFICATION OF TARGET MARKET - PRIMARY AND SECONDARY MARKETS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
3. Is the target market analyzed clearly and accurately for the product(s) and/or service(s) being promoted? Also, are secondary targets considered accurately?	0-1-2	3-4-5	6-7-8	9-10	

LIST OF ADVERTISING MEDIA SELECTION NECESSARY FOR THE CAMPAIGN	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
4. Is the media selection realistic and defined properly in terms of reach, frequency and continuity?	0-1	2-3	4	5	

COST ESTIMATES	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
5. Does the campaign include an analysis of its budget, including all costs which would be incurred?	0-1-2	3-4-5	6-7-8	9-10	
6. Are anticipated sales given, and are they realistic in terms of the length and budget of the campaign?	0-1	2-3	4	5	

SCHEDULES OF ALL ADVERTISING PLANNED	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
7. Does the campaign have a realistic duration, and are promotions scheduled properly in relation to the target markets?	0-1	2-3	4	5	

APPEARANCE AND WORD USAGE	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
8. Professional layout, neatness, proper grammar, spelling and word usage	0-1	2-3	4	5	

<b>TOTAL POINTS (50)</b>	
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# ADVERTISING CAMPAIGN

## PRESENTATION EVALUATION FORM

	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Originality and Creativity: Does the campaign demonstrate creativity? Does the campaign itself use a unique and effective approach?	0-1-2	3-4-5	6-7-8	9-10	
2. Does the campaign stress product and/or service benefits which would conceivably appeal to the target markets described? Is the competitive advantage stated?	0-1-2	3-4-5	6-7-8	9-10	
3. Do the ad layouts, commercials, etc. show a basic understanding of production techniques, as well as being consistent with the previous parts of the campaign? Are they original?	0-1-2	3-4-5	6-7-8	9-10	
4. Does the campaign mention how the results will be evaluated and what additional plans they have if the campaign is successful?	0-1-2	3-4-5	6-7-8	9-10	
5. Organization of Presentation: Consider neatness and organization of material, order of presentation, documentation of media rates.	0-1	2-3	4	5	
6. Closing: Consider summary and conclusion of presentation and opening for future interview. Was contract presented as part of the close?	0-1	2-3	4	5	

<b>PRESENTATION TOTAL POINTS (50)</b>	
WRITTEN ENTRY (50)	
PRESENTATION (50)	
SUBTOTAL (100)	
LESS PENALTY POINTS	
<b>TOTAL SCORE</b>	

A score of 70 or better will earn the student a Certificate of Excellence.

JUDGE SECTION: A B C D E F G H I J (circle one)

For tie-breaking purposes, the following evaluation form ranking process will be used. Beginning with the Presentation Evaluation Form, the participant(s) with the highest score for item #1 wins the tie-break. If this does not break the tie, the process will continue for the remaining presentation items in the following order: 3, 4, 2, 5, 6. If this does not break the tie, the process will continue using the Written Evaluation Form, beginning with item #3. If this does not break the tie, the process will continue for the remaining written entry items in the following order: 5,1,4,7,2,6,8.