

YOUNG PITCHER COMPETITION

JUDGING CRITERIA

Digital Criteria (0 – 10)

1. Presentation
2. Is the work on brief?
3. Is there a big idea?
4. Is the big idea relevant and compelling?
5. Is the message clear?
6. Is the idea seamlessly integrated across digital channels?

Design/Film/Print Criteria (0 - 10)

1. Is the work on brief?
2. Creative Idea
3. Execution

Media Criteria (0 - 5)

1. Are the strategy and rationale ground-breaking, innovative & imaginative?
2. Were the strategy and rationale well-expressed & validated with sufficient justification?
3. Was there sound knowledge of the target audience?
4. Did it reveal an insight that informed the strategy?
5. Were there a good understanding of the category & the challenges?
6. Was there an evident single idea informing all brand's channel-thinking?
7. Any clear link between strategic recommendation & campaign execution?
8. Did competitors communicate in a creative way?
9. Was material concise, well thought-through etc.?
10. Any mechanism for measurement recommended to provide early & clear indication of delivery against objectives?
11. Presentation skills (Second Round)

PR Criteria (0 – 5)

1. How well did the Team use the power of PR in creatively leading the solution to the specific issue or problem?
2. Was the strategy solid?
3. Was the main Creative Idea bold and different?
4. How adequate & innovative were the chosen PR techniques?
5. How well did these different PR techniques complement and build on each other to communicate the campaign message and/or change the public's awareness and attitudes?
6. How well has the Team thought through the biggest risk in their campaign?
7. How was the Team's evaluation of costs? Was the PR campaign realistic given the charity's budget (if any) and the guidelines set in the brief?
8. How well has the Team considered the ways in which their results/ROI will be measured?
9. How well did the Team use the power of PR in creatively leading the solution to the specific issue or problem?