

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 Criteria (0-10)

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

Copywriting Criteria (0-10)

1. Is the work brief?
2. Creative Idea
3. Copywriting Skill

Media Criteria (1-5)

1. Is the strategy and rationale ground-breaking, innovative & imaginative?
2. Was 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. Was 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 competitor 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)