

| PRINT | Vote % | MEDIA | Vote % | DESIGN | Vote % | DIGITAL | Vote % |
|---|--------|---|--------|--|--------|--|--------|
| THE CREATIVE IDEA | 50% | CREATIVE IDEA/INSIGHTS | 40% | CREATIVE IDEA | 50% | CREATIVE IDEA | 50% |
| Is the work innovative and surprising? What is the potential for industry impact? | | Research and data gathering | | <ul style="list-style-type: none"> Brand relevance Target audience (consumer demographic / individuals / organisations) | | Is the work innovative and surprising? What is the potential for industry impact? | |
| STRATEGY (INCLUDING INSIGHT) | 20 % | STRATEGY | 40% | EXECUTION | 50% | STRATEGY | 25% |
| Brand relevance, choice of campaign elements, target audience, approach. | | Target audience (consumer demographic / individuals / organisations) Media planning Approach | | <ul style="list-style-type: none"> Design elements and their integration Design touchpoints Materials, style elements, design choices Design development and process Choice of campaign elements Approach Scale | | <ul style="list-style-type: none"> Data gathering Target audience (consumer demographic / individuals/ organisations) Relevance to digital platform Approach | |
| RELEVANCY TO BRIEF | 20% | EXECUTION | 20% | | | EXECUTION | 25% |
| Does the work answer the clients brief? | | <ul style="list-style-type: none"> Implementation Media channels and integration Timeline Scale | | | | <ul style="list-style-type: none"> Implementation Timeline Placement Scale | |
| EXECUTION | 10% | | | | | | |
| How well crafted is the work? | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| FILM | Vote % | MARKETERS | Vote % | PR | Vote % | | |
| THE CREATIVE IDEA | 50% | INTERPRETATION | 40% | THE CREATIVE IDEA | 30% | | |
| Is the work innovative and surprising? What is the potential for industry impact? | | Explain clearly how you came to understand the briefing partners challenge / objective: <ul style="list-style-type: none"> The challenge the client was facing Interpretation of the client needs and brand values Industry / target market The desired outcome | | Demonstrate how the idea was designed to earn attention from the target audience | | | |
| STRATEGY (INCLUDING INSIGHT) | 30% | INSIGHT/BREAKTHROUGH THIKNING | 40% | PR STRATEGY | 40% | | |
| Brand relevance, choice of campaign elements, target audience, approach. | | Explain clearly the creative use of research, data or resources that lead to an original and compelling strategy: <ul style="list-style-type: none"> Outline the strategic process used to tackle the problem The breakthrough moment | | <ul style="list-style-type: none"> Insight Key message Target audience (consumer demographic / individuals / organisations) Creation and distribution of assets | | | |
| EXECUTION | 20% | CREATIVE IDEA | 20% | PR EXECUTION | 30% | | |
| How well crafted is the work? | | <ul style="list-style-type: none"> Clearly explain the creative idea How the creative strategy directly influenced the creative execution | | <ul style="list-style-type: none"> Implementation of the PR Timeline Scale | | | |