

IABC 2010 BRONZE QUILL AWARDS EVALUATION FORM

COMMUNICATION CREATIVE

Judges: _____

Award Level **No Award** **5.25+ Merit** **5.75+ Excellence**

Division/Category #: _____ Category Name: _____

Entrant's Name: _____ Entry Title: _____

Work Plan

Please enter a score of 0-7

1. How clearly is the project described? How clearly is the creative solution and business need or opportunity described?
2. How clearly are the characteristics of the audience identified? Are all important audience characteristics taken into account?
3. How well do the creative objectives address the stated need?
4. How clearly are the key messages or themes identified? Are they appropriate?
5. How well thought-out is the creative solution? To what extent does it demonstrate insight and imagination?
6. How well are the creative objectives met? How successful are they in meeting the business need? How effectively is the project implemented in terms of budget, time and other resources?

Work Plan Score 0.00 **divided by 6 =** 0.00 **x 0.25 = (A)** 0.00

Work Sample

1. How well do the elements of the project demonstrate an understanding of target audience needs and characteristics?
2. How well does the work sample reflect the objectives in the work plan?
3. How clearly does the work sample meet or exceed the accepted technical and professional communication standards for the media selected?
4. To what extent does the work sample show creativity, imagination and innovation?
5. To what extent does the work sample live up to the description and expectations described in the work plan?

Work Sample Score 0.00 **divided by 5 =** 0.00 **x 0.75 = (B)** 0.00

 0.00 (A) + 0.00 (B) = 0.00 **FINAL SCORE**

Brief Comments:

Entry's greatest strength:

Could be strengthened by:
