

## 2012 Mark Awards Scoring Grid

	<b>High (4-5)</b>	<b>Medium (2-3)</b>	<b>Low (0-1)</b>
<p><b>Sound or Innovative Strategy and Tactics</b> <i>(Sections One through Four on Marketing Summary)</i></p>	<p>Clear, unambiguous situation and market analysis is provided, including budget.</p> <p>Business objectives are clearly addressed and target audience(s) well-defined.</p> <p>Message development and media selection are well-defined and defended.</p> <p>Evidence of innovative approach, if applicable.</p> <p>Overall, strategy and tactics are excellent to above-average and establish the case for reaching the goals.</p>	<p>Situation and market analysis included, but not clearly addressed, or lacks critical information</p> <p>Business objectives are less clearly addressed and target audience(s) less well-defined.</p> <p>Message development and media selection present, but less strategically aligned.</p> <p>Less innovation in approach evident, if applicable.</p> <p>Overall, the strategy and tactics are good to average and establish the case for reaching the goals</p>	<p>Situation and market analysis vague or not included.</p> <p>Business objectives and/or target audience(s) undefined or not included.</p> <p>Message development and media selection not defined or not present.</p> <p>Lack of innovation in approach, if applicable.</p> <p>Overall, strategy and tactics are below average to poor and do not establish the case for reaching the goals.</p>
<p><b>Strength of Execution</b> <i>(As Provided by Entrant and Viewed by Judge)</i></p>	<p>Execution clearly embodies, reinforces and/or exemplifies the strategy and tactics. Evidence of creative excellence and “break-through” potential.</p>	<p>Execution less clearly embodies, reinforces and/or exemplifies the strategy and tactics. Good to average execution.</p>	<p>Execution doesn’t embody, reinforce and/or exemplify the strategy and tactics. Below average to poor execution.</p>
<p><b>Results</b> <i>(Section Five on Marketing Summary)</i></p>	<p>Reported evidence of excellent to above-average success, with quantitative and qualitative results provided, against the stated objectives. (ROI bonus.)</p> <p>If direct results weren’t available due to timing, early results and plan for data collection are demonstrated.</p>	<p>Evidence of good to average success, and missing either quantitative or qualitative results, positioned against the stated objectives.</p> <p>If direct results weren’t available due to timing, early results and plan for data collection are minimal.</p>	<p>Lacking reliable evidence of success, or results not positioned against the stated objectives.</p> <p>If direct results weren’t available due to timing, early results and plan for data collection are missing.</p>