

# BIG IDEA MARKETING DESIGN COMPETITION

## JUDGE'S SCORE SHEET

**Business Name:** \_\_\_\_\_ **Entry Number:** \_\_\_\_\_

**JUDGE'S INSTRUCTIONS:** For each question, award points on a scale of 1 to 50, using the Scoring Legend below. Add the points for all questions and put in the "Total" box.

SCORING LEGEND		
Points awarded based on whether work was Poor, Fair, Satisfactory, or Excellent in light of the criteria		
Work meets little or none of the expected outcomes	POOR	0-12
Work meets most of the expected outcomes	FAIR	13-25
Work meets all of the expected outcomes	SATISFACTORY	26-38
Work meets all expected outcomes and exceeds the quality generally expected	EXCELLENT	38-50

	Points Possible	Points Awarded	
<b>1. Is the advertisement easy to read?</b>	<b>50</b>		Comments
<b>2. Is the company name/logo on the ad?</b>	<b>50</b>		
<b>3. Is there contact information on the ad?</b>	<b>50</b>		
<b>4. Is there a call to action?</b>	<b>50</b>		
<b>5. Is price or some mention of value on the ad?</b>	<b>50</b>		
<b>6. Is the ad descriptive enough to make a purchase?</b>	<b>50</b>		
<b>7. Is there a headline on the ad?</b>	<b>50</b>		
<b>8. How creative/artistic is the ad?</b>	<b>50</b>		

ADD SCORES FROM QUESTIONS 1-8:		<b>TOTAL POINTS</b>			
		(400 POINTS POSSIBLE)			
		Poor	Fair	Satisfactory	Excellent
		0-100	101-200	201-300	301-400