

Project Name: \_\_\_\_\_  
Category: \_\_\_\_\_  
Judge's Initials: \_\_\_\_\_ Tracking Number (found on sticker on entry): \_\_\_\_\_

**Scoring**

**Research/Background** (25 points possible)

Thoroughness of advance analysis or research as appropriate for project scope (10 points) \_\_\_\_\_  
Evidence of complete and appropriate research techniques (15 points) \_\_\_\_\_  
**Sub- total** \_\_\_\_\_

Comments:

**Planning** (25 points possible)

Budgeting - efficient use of funds and resources at any level (5 points) \_\_\_\_\_  
Selection of appropriate target audience(s) (5 points) \_\_\_\_\_  
Development of realistic and/or unique goals, objectives and strategies (15 points) \_\_\_\_\_  
**Sub- total** \_\_\_\_\_

Comments:



**PRSA - Central Michigan Chapter**  
**Campaign Scoring & Comments Sheet**

**Execution/Creative Quality** (25 points possible)

- Quality - overall image, presentation, appearance, clarity of message (5 points) \_\_\_\_\_
- Creative execution and technical expertise (15 points) \_\_\_\_\_
- Ability to adjust/maintain creative direction during project to meet goals (5 points) \_\_\_\_\_
- Sub- total** \_\_\_\_\_

Comments:

**Evaluation** (25 points possible)

- How well did the entry meet the stated purpose/objectives and address the target audience(s) (20 points) \_\_\_\_\_
- Appropriate measurement tool to evaluate success (5 points) \_\_\_\_\_
- Sub- total** \_\_\_\_\_

Comments:

**Total** \_\_\_\_\_

Your feedback is important! To help the entrants better evaluate their program, please complete the comments section. Thanks for taking time to give fellow professionals your thoughts.

Score Judge 1 \_\_\_\_\_ Score Judge 2 \_\_\_\_\_ Final Score (average) \_\_\_\_\_

- Award given
- \_\_\_\_\_ Pinnacle (First Place)
  - \_\_\_\_\_ Excellence (Second Place)
  - \_\_\_\_\_ Achievement (Third Place)
  - \_\_\_\_\_ Best of Show