

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

Project

Name: \_\_\_\_\_

Judge: \_\_\_\_\_

**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/Content** (25 points possible)

Budgeting (efficient use of funds and resources at any level) (5 points) \_\_\_\_\_

Selection of appropriate target audiences (5 points) \_\_\_\_\_

Development of realistic and/or unique goals, objectives and strategies (15 points) \_\_\_\_\_

**Sub- total** \_\_\_\_\_

Comments:

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

Quality (overall image, presentation, appearance, clarity of message) (5 points) \_\_\_\_\_

Creative execution and technical expertise (10 points) \_\_\_\_\_

Ability to adjust/maintain creative direction during project to meet goals (10 points) \_\_\_\_\_

**Sub- total** \_\_\_\_\_

Comments:

**Evaluation** (25 points possible)

How well did the entry meet the stated purpose/objectives \_\_\_\_\_

and Address the target audiences (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.

Award given

\_\_\_\_\_ Pinnacle (First Place)

\_\_\_\_\_ Excellence (Second Place)

\_\_\_\_\_ Achievement (Third Place)

\_\_\_\_\_ Best of Show