

PRSA - Central Michigan Chapter
Tactics Scoring & Comments Sheet

Project

Name: _____

Judge: _____

Scoring

Research/Background (25 points possible)

Thoroughness of advance analysis to determine appropriateness of project (15 points) _____

Evidence of impacting the success of a broader or ongoing program (10 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 (50 points possible)

Quality (overall image, presentation, appearance, clarity of message) (10 points) _____

Creative execution of tactics to reach goals (30 points) _____

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