

Best of CAMA Judging Criteria

Planning and Development (33.3%)

Overall strategy, planning and concept development. In addition to the 'big idea', this also considers the situational overview of the communication goals, how the goals were addressed, tactical targeting of the audience, market timing and other development strategy.

Judging Questions:

How well does the entrant explain the context for the entry by clearly establishing the business need and the related opportunity?

To what extent does the entrant:

- Explain the business need or opportunity, challenge or situational analysis;
- Use research to substantiate the need and inform the direction of the project;
- Clear goals and measurable objectives;
- An understanding of the intended target audience;
- Tactics and timing.

8-10 Outstanding, Strong Depth of Information	5-7 Average	0-4 Inadequate, Missing Information, Poor
Thorough explanation of the business need or opportunity.	Business need or opportunity is clearly defined.	No background information on business need or opportunity and left to assumption.
Thorough explanation of research against the need or opportunity, audience.	Speaks to how the business need was defined.	No information on how the need was identified.
Truly unique approach to audience analysis – segmentation to groups and identifies appropriate characteristics.	Audience listed with characteristics and needs that lead to choices of strategy, tactics, media and channels.	Audiences not listed or listed with vague, unsupported assumptions about characteristics.
A thoroughly explained and insightful approach to setting strategic goals and objectives leading to outstanding business results. Uses SMART formula - Specific, Measurable, Achievable, Relevant, Time-Framed.	States overall big picture goals, with no measurable objectives. Objectives not realistic or achievable.	No goals or measurable objective. If objectives are provided, they do not focus on the identified goal or business need.

Execution (33.3%)

The overall look, feel and delivery of the entry. This includes all craft elements like design, art direction, copy, illustration, photography, visual effects, use of medium and excellence of delivery.

Judging Questions:

Given the business need or opportunity and audience analysis, how effective is the creative approach?

To what extend does the entrant:

- Demonstrate strategic creative;
- Clearly explain how the business needs, audiences and objectives are aligned with the creative approach, tactics or media channels;
- Analysis of the audience taken into account when developing key messages;
- Demonstrate that the creative solution is aligned with the business need, opportunity or problem.

8-10 Outstanding, Strong Depth of Information	5-7 Average	0-4 Inadequate, Missing Information, Poor
Unique and effective creative approach to meet business need.	Creative solution aligned with business need and audience analysis.	No key messages.
Well thought out key messages, linked to audience segment.	Includes key messages that reinforce objectives.	Creative solution doesn't address business need.
Thorough explanation of how creative solution links to business need, audiences and objectives.	Includes tactical implementation plan.	Creative rationale inappropriate for business need, opportunity or problem.

Results (33.3%)

Industry and audience feedback, qualitative and quantitative results where available.

Judging Questions:

How well were the communication objectives met?

To what extend does the entrant:

- Align measurement with valid objectives;
- Demonstrate output-based and outcome-based results;
- Provide a thorough evaluation that supports the results along with supporting methodologies.

8-10 Outstanding, Strong Depth of Information	5-7 Average	0-4 Inadequate, Missing Information, Poor
Thorough and insightful explanation of measurement and evaluation tied to project objectives and includes supporting research methodologies.	Demonstrates alignment between measurement and objective.	Results don't address business need or relate to audience.
	Appropriate methodologies applied.	Measurement provided not tied to project objectives.
		Subjective results based on hearsay.