

## **CACE National Bravo! Awards – Judging**

### **Judges Score Sheet – Communication Piece (Traditional / electronic)**

#### **Scoring Guide:**

- 5 = Extraordinary or insightful: Demonstrates extraordinary depth of knowledge, insight, or skill in articulating and achieving the communications objective.
- 4 = Significantly better than adequate: Shows that basic concepts and practices were applied creatively and responsibly, and that in general, the project team applied more than basic skill.
- 3 = Fully adequate: Demonstrates appropriate application of basic concepts, skills and practices associated with ethical and effective communication practice; demonstrates professionalism and an understanding of the objectives of professional practice.
- 2 = Somewhat less than adequate: Demonstrates deficiency in some, but not all key areas, leaving doubt about appropriateness or relevance to project.
- 1 = Significantly less than adequate: Major aspects of the approach are based on faulty assumptions or misconceptions, while others may be appropriate to varying degrees.
- 0 = Information missing or major flaws in approach: No information given or the approach is almost completely inappropriate.

## Judges Score Sheet – Communication Piece (Traditional / electronic)

Entrant's Name: \_\_\_\_\_

Entry Title: \_\_\_\_\_

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

Category: Traditional    \_\_\_                      Electronic            \_\_\_

### MARKING COMPONENTS:

#### Research and Analysis

Total Marks: \_\_\_/20

Analysis of situation or need                      5 4 3 2 1 0

Clearly stated goals and objectives            5 4 3 2 1 0

Identification of target publics/audiences    5 4 3 2 1 0

Budget    5 4 3 2 1 0

#### Planning and Implementation

Total Marks: \_\_\_/30

How well does strategy support research and analysis?    5 4 3 2 1 0

Is the plan innovative/creative?                      5 4 3 2 1 0

How well do communication tools support the strategy?    5 4 3 2 1 0

Management of human resources and financial resources    5 4 3 2 1 0

Are support materials appropriate to the budget?            5 4 3 2 1 0

Excellence of graphic layout and design                      5 4 3 2 1 0

#### Results and Evaluation

Total Marks: \_\_\_/15

Quality of measurement and evaluation techniques            5 4 3 2 1 0

How well were goals and objectives met?                      5 4 3 2 1 0

Overall impact of the communication element?                5 4 3 2 1 0

**Internal / external**

90% + in-house

80 % - 89% in-house

70 % - 79 % in house

60 % - 69 % in-house

50 % - 59 % in- house

Total Marks: \_\_\_/10

10

8

6

4

2

**Overall Quality of Entry**

Is the entry well written?

Is it easy to follow and understand?

Is it comprehensive? (Are all support materials included?)

Does it show creativity and originality?

Evidence of sound communications planning  
and judgment?

Total Marks: \_\_\_/25

5 4 3 2 1 0

5 4 3 2 1 0

5 4 3 2 1 0

5 4 3 2 1 0

5 4 3 2 1 0

**Total Marks: \_\_\_/100**

Comments: