

# **CACE National BRAVO Awards – Judging**

## **Judges Score Sheet - Communication Programs/Projects**

### **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 the sufficiency of 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 Programs/Projects

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

Organisation's Name: \_\_\_\_\_

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

### 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 project or program? 5 4 3 2 1 0

**Internal / external**

90% + in-house

Total Marks: \_\_\_/10

10

80 % - 89% in-house

8

70 % - 79 % in house

6

60 % - 69 % in-house

4

50 % - 59 % in- house

2

**Overall Quality of Entry**

Total Marks: \_\_\_/25

Is the entry well written?

5 4 3 2 1 0

Is it easy to follow and understand?

5 4 3 2 1 0

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

5 4 3 2 1 0

Does it show creativity and originality?

5 4 3 2 1 0

Evidence of sound communications planning  
and judgment?

5 4 3 2 1 0

Comments: