Agency: #2 Team First

Scoring Guide: Excellent or Strongly Agree (5) .... Poor or Strongly Disagree (1)

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Judge 1</th>
<th>Judge 2</th>
<th>Judge 3</th>
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</thead>
<tbody>
<tr>
<td>Agency understands the needs of the organization</td>
<td>4</td>
<td>4</td>
<td>5</td>
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<tr>
<td>Quality of the agency's research</td>
<td>5</td>
<td>5</td>
<td>3</td>
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<tr>
<td>Agency's ideas are explained clearly</td>
<td>5</td>
<td>4</td>
<td>3</td>
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<tr>
<td>Agency's ideas/suggestions are based on good justifications</td>
<td>4</td>
<td>4</td>
<td>3</td>
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<tr>
<td>Agency's target audience(s)</td>
<td>5</td>
<td>5</td>
<td>4</td>
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<tr>
<td>Alignment---agency's ideals appeal to the chosen audience(s)</td>
<td>5</td>
<td>5</td>
<td>3</td>
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<tr>
<td>Quality &amp; effectiveness of the creative, PR &amp; promotional work</td>
<td>5</td>
<td>4</td>
<td>3</td>
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<tr>
<td>Agency's recommendations and budgets are realistic and accountable</td>
<td>4</td>
<td>3 (PR elements)</td>
<td>3</td>
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<tr>
<td>Oral presentation is well prepared</td>
<td>5</td>
<td>3 (missing PR elements)</td>
<td>4</td>
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<tr>
<td>Overall impression of plansbook</td>
<td>5</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Overall impression of campaign</td>
<td>5</td>
<td>4</td>
<td>3</td>
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Comments:
Judge 1:
- Very effective theme (Spread the word. Support the cause. Imagine the difference. Share the vision.) Powerful and motivating
- Amazing music + DVD (but visuals and narration don’t always match
- Great music!!
- Very professional-looking materials—attractive and “slick”
- Score comments:
  - The ads are tremendous and a great way to increase awareness and funds. Some good event ideas in theory but not fully realistic for us to implement
  - Exceptional creative handbook. The PR materials are outstanding in appearance and quality. The ads are superb—blurred text is very powerful and effective. Promotional bit and DVD are wonderful; music is awesome. Valentines and postcards are great (but may not meet postal requirements) Love the testimonial by Kim Monroe. Lots of great ideas, creative touches and packaging.

Judge 2:
- Best creative direction—all materials were very well done and professional quality
- Best research interpretation and analysis
- Print ad execution—great! Publications & run dates chosen are well thought out
- Radio ads—Why 580AM chosen over other talk/country stations? 94.5 was in media/flow page—but never mentioned before. What does the 1.5 rating mean in the chart?
- Like the direct mail postcards—great idea!
- Didn’t like—new letterhead, brochure, bookmark, logo, video made me dizzy, voiceover didn’t match what we were seeing, FYEO poster
- Loved—print ads, postcards, radio scripts, philanthropy letter
- Slogan a bit l-o-n-g. “Imagine” is often over-used in non profit world. “Share the vision” is good.
- PR events (FYEO, Shout-Out, Share the Vision week, Plant a Vision)
  - FYEO: poorly planned, not thought out, impossible to implement
  - Shout Out & Plant a Vision: not explained at all; undeveloped ideas
  - Vision week: poor rationale behind timing, not fully developed, there are tons of similar events around Lawrence and surrounding areas during this time. Needed to think beyond KU campus calendar.
  - We can’t afford to just “hire people” to execute
  - A rmer’s Market: We don’t have flowers to cut and it would be nearly impossible to get extra volunteers on a Saturday.
- Appendix: Lists, lists, and more lists. Had anyone actually contacted these places? Listing vs. contacting. Contact is much more impressive/effective.

Judge 3:
- I loved the blurred ads.
- The publications could have been a little stronger.
- Good slogan.
- The presentation didn’t thoroughly explain all of the ideas.