

Agency:

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

<u>Criteria</u>	<u>Judge 1</u>	<u>Judge 2</u>	<u>Judge 3</u>
1 Agency understands the needs of the organization	5	5	5
2 Quality of the agency's research	5	5	4
3 Agency's ideas are explained clearly	5	5	4
4 Agency's ideas/suggestions are based on good justifications	5	5	5
5 Agency's target audience(s) is(are) good	5	5	5
6 Alignment---agency's ideals appeal to the chosen audience(s)	5	5	5
7 Alignment---agency's ideas address the needs of the organization	5	5	5
8 Quality & effectiveness of the creative, PR & promotional work	5	5	4
9 Agency's recommendations and budgets are realistic and accountable	4	4	
10 Oral presentation is well prepared	5	5	5
11 Overall impression of plansbook	5	4	4
12 Overall impression of campaign	5	5	4

Comments:

Judge 1:

- I love "From Voice comes Vision" -- very effective, concise, descriptive and powerful. This team was very involved. Great ideas and exceptional "follow through". Excellent communication throughout semester.
- Notes on specific scores:
 - 1) Coordinating two fundraising/awareness events that require little or no effort from A-R staff is amazing. You understand our challenge and our needs. Time spent observing at A-R gave you a look at the heart of our service and this was evident in your campaign. Wow! Insightful to recruit volunteers.
 - 2) Focus group at Eudora Nursing Home was a great idea. This is valuable info. Time spent at A-R was valuable research as well. Interesting info on non-profits and the 6 ways to compete for support.
 - 7) This campaign did a superb job of addressing our needs. Planning the Starlight Theater event in the KC area provides a wonderful way to network into the metro area. Well done! Fashion show, posters, ad, bookmarks, DGs--great. Enlisting DG help for FYEO is a huge help with a challenging need.
 - 8) FYEO poster-- simpler format is a great idea. The touch to include ask for business support on the posters. Not as many "samples" in creative packet as other teams. Creative ideas are great--esp. Fashion Show and Starlight Theater events! Wonderful ideas! You captured the heart of Audio-Reader!

Judge 2:

- + Budget Analysis
- + PR Campaign
- + Garden video

- Not clear on why potential donors are only age 65+. Why not reach out to other markets?
- Great theme for campaign.
- Feedback from and analysis of our clients (ie. Listeners) is definitely something we need to do, but how? Surveys?
- For establishing more presence in nursing homes—appendix in plansbook only listed one.
- “Lack of volunteers” – we don’t really have this problem
- Print ad—Still not sold on Monday-only placement strategy
- FYEO—agree with analysis of current poster (pg. 27), great redesign
- Wichita—where did this come from? We’ve never implied increasing awareness there—they have their own service. Maybe AR and the Wichita service could work together?
- PR - EXCELLENT. Starlight: emphasis on relationship building v. \$ gathering is definitely the right way to go.
- Magnetic calendar: more clutter for the fridge, don’t really see this as good as other PR executions
- Fashion show: We’ll have to see if this is as really easy to implement as it sounds.
- Good letterhead changes
- Great job with contacts in appendix---a lot of work

Judge 3:

- Excellent slogan
- This group really did their research
- Focus group very effective
- Could have been a little stronger on printed materials
- Volunteer video was great