

Agency: #2 Team First

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

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

Comments:

**Judge 1:**

- V ery effective theme (Spread the word. Support the cause. Imagine the difference. Share the vision.) Powerful and motivating
- A mazing music + DVD (but visuals and narration don't always match)
- G reat music!!
- V ery professional-looking materials—attractive and “slick”
- S c o r e comments:
  - 7) 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
  - 8) 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 don 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
- L o v e d—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.
- P R events (FYEO, Shout-Out, Share the Vision week, Plant a Vision)  
Very little included in presentation about these, some weren't mentioned/discussed at all.
  - F Y E O: 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.
  - W e can't afford to just “hire people” to execute
  - F 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.
- T h e publications could have been a little stronger.
- Good slogan.
- T h e presentation didn't thoroughly explain all of the ideas.