

Agency: #3 GoTo Marketing

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	4	5	4
2 Quality of the agency's research	5	5	3
3 Agency's ideas are explained clearly	5	5	3
4 Agency's ideas/suggestions are based on good justifications	4	5	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	4
7 Alignment---agency's ideas address the needs of the organization	4	5	4
8 Quality & effectiveness of the creative, PR & promotional work	5	4	4
9 Agency's recommendations and budgets are realistic and accountable	5	5	3
10 Oral presentation is well prepared	5	4	4
11 Overall impression of plansbook	5	5	5
12 Overall impression of campaign	4	5	3

Comments:

Judge 1:

- E xceptional creative format of planbook! The book layout was extremely effective and appropriate. We loved it.
- I like the theme of Well-Read (We'll Read)
- F ield trips, calendar, and flyer for eye care professionals are especially impressive.
- S c ore-specific comments:
 - 7) Great idea to recruit Starving Artists Moving to help w/ FYE. KU touches and Baby Jay are fun! Outreach to eyecare professionals superb. Internship idea is great.
 - 8) Great FYEO flyer—simple & effective. Brochure for optometrists & ophthalmologists is creative and effective—very “eye-catching”! Postcards are a great idea also. Stickers as follow-up for field trip visits is insightful and great outreach. Calendar is just wonderful---very special.

Judge 2:

- P lansbook packaging---A book! How clever! Clever theme too.
- E xcellent research interpretation/analysis.---well thought out targets and strategies
- S WOT Analysis- you guys were the only ones who utilized this classic tool for strategizing, good job!
- I mproving donor relations-postcards & calendar were great! Sponsors, woo!
- S c hool Field Trips- great idea, well thought out
- P r int Ad- “Every xx minutes” overused in ad world, loses effectiveness though your small print says the service is free, glancing at the ad implies there is a cost (gifts = something you purchase for someone)
- B r ochures for Promoters—great idea! Concerned that font size may be too small for the people who would need the brochure info. Awesome job at contacting businesses/offices for placement
- N ew Generation Listeners---great idea! Could utilize online listening, podcasts, etc. to get them hooked!
- F YEO---We try to avoid paying for storage, just becomes one more expense. Moving company donation—awesome! Holding sale on-campus: not the direction we are looking for. Poster—smart, but not quite what I’m looking for; agree that current one needs redesign.
- G reat website ideas!

Judge 3:

- L o v e d the planbook.
- D i t t o on the calendar
- S ome of the research was weak. As was some follow-through of events.
- O r a l presentation was good.