



El Bronce (Tactics) Judging Criteria

El Bronce (tactics) entries are scored in four categories – Planning/Content, Creativity/Quality, Technical Excellence and Assessment/Results – according to the rubric below. Each entry is scored by 2 judges and the scores combined. Entries can receive up to 40 points total (up to 20 from each judge).

Award of Excellence are given to entries receiving 90% or higher. (36 or more cumulative points)

Award of Merit are given to entries receiving 80% or higher. (32 -35 more cumulative points)

Planning/Content (5 points possible)

- Was the object or goal of the entry thoughtfully considered, clearly stated and attainable?
- Was the audience identified?
- Was the strategy stated or implied?
- How clearly was a baseline and/or process defined by which to gauge the program's success?

Creativity/Quality (5 points possible)

- Do messages tie to objectives?
- Is content substantive, understandable, consistent and appropriate for the stated audience?
- How is the entry unique?
- How is the tool used imaginatively to achieve program goals?

Technical Excellence (5 points possible)

- Do graphic or communication elements set the entry apart?
- Is production quality superior, based on budget and scope of the project?

Assessment/Results (5 points possible)

- What effort was made to assess whether the objective or goal was met?
- Did the entry meet its stated intent?
- Are there other indicators of success, quantitative or qualitative, in meeting objectives?