

PROJECT 1: EVALUATION OF BTL CAMPAIGN

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Prac 1 & 2		Good (7-10)	Fair (4-6)	Poor (0 - 3)		
Positioning Strategy	Thorough, good differentiation, good competitor analysis, well developed positioning matrix, good understanding of target market	Fairly Thorough, Fair differentiation, Fair competitor analysis, Fairly developed positioning matrix, Fair understanding of target market	Not thorough, not good differentiation, not good competitor analysis, not well developed positioning matrix, not good understanding of target market	10		
Ad Agency Brief	Accurate, specific, measurable, realistic and an exact time frame. Good target audience information.	Reasonably accurate, specific, measurable and realistic, a fair time frame. Fair target audience information.	Inaccurate, not specific, measurable or realistic, no time frame. Poor target audience information.	10		
					20	
Power-point		Good (3)	Fair (2)	Poor (0 - 1)		
MC objectives	Accurate, specific, measurable, realistic and an exact time frame	Reasonably accurate, specific, measurable and realistic; a fair time frame	Inaccurate, not specific, measurable or realistic, no time frame	3		
Target Market	Well chosen, well thought through, actionable.	Reasonably well chosen. Some what thought through. Fairly actionable.	Not well chosen. Not thought through. Not actionable.	3		
Power-point		Good (6 - 8)	Fair (4 - 5)	Poor (0 - 3)		
BTL/sales promotion strategy	Flows from research, achieves objectives, clear, concise, suitable, logical	Moderately research derived, clear & concise; achieves most objectives	Not research derived or clear and concise; nor achieves objectives	8		
Creative strategy (BIG IDEA)	Relevant to target market, single-minded, clinching benefit, easily understood, original, synergistic, breaks through the clutter	Fairly relevant to target market, fair benefits, synergy, originality and conciseness and may break through clutter	Not relevant to target market, original, concise or understood. No good benefits, poor synergy or break through clutter	8		
BTL/sales promotions tactics (mechanics)	Achieves objectives, flows from strategy, effective use of a suitable range of BTL tools, clear and concise	Achieves most objectives, mostly in line with strategy, fair effective use of a fair range of BTL tools, largely clear and concise	Objectives not achieved, nor in line with strategy, in effective use of a narrow range of BTL tools, unclear and not concise	8		
Power-point		Good (4 - 5)	Fair (3)	Poor (0 - 2)		
Media strategy	Broad range of BTL, relevant to and reaches target market, apt for creative concept, cost effective	Fair range of BTL, somewhat relevant to and reaches most of target market, creative concept & cost efficiency fairly apt	Poor range of BTL, irrelevant to and does not reach target market nor apt for creative concept, not cost ineffective	5		
Timeline	Includes all campaign components with precise date or timing	Includes most campaign components with fairly accurate date or timing	Includes few campaign components with no or in accurate date or timing	5		
Budget	Comprehensive, accurate & realistic; includes agencies time and mark-ups; sufficient quotes	Fairly complete, accurate & realistic; agencies time and mark-ups mostly correct; some quotes	Incomplete, inaccurate & unrealistic; agencies time, and mark-ups mostly incorrect; few or no quotes	5		
Implementation and control	Complete and sound mechanisms to implement, control and gauge campaign effectiveness.	Some mechanisms to implement, control and gauge campaign effectiveness.	No and/or poor mechanisms to implement, control and gauge campaign effectiveness.	5		
Recommendations	Broad range, edifying, practical and realistic	Reasonable edification, range, practicality, realism	Poor range, impractical, unedifying and unrealistic	3		
					65	
Poster		Good (11 - 15)	Fair (6 - 10)	Poor (0 - 5)		
Graphic material	Very relevant, original, synergistic and professional executed with great impact	Fairly relevant, original, synergistic, well executed with some impact	Little relevance, synergy, originality and poorly executed with little impact	15		
Oral presentation		Good (4)	Fair (2 - 3)	Poor (0 - 1)		

