

SNAC Marketing Competition Scoring Rubric

Reviewer's Name: _____

Team: _____

First, check that each team has met the minimum application and campaign requirements:

Minimum Application Requirements:

- At least 3 members on your team, including one designated team lead
- All team members have read the entire Small Steps for Better Health Toolkit
- Picked one of the stated audiences
- Selected at least 3 mediums from 2 of the stated categories
- Submitted a well thought out description of campaign and implementation plan
- Read, signed, and adhered to all the agreements below

Minimum Campaign Requirements:

- Addressed the stated problem of rising rates of obesity and related chronic diseases in campaign
- Campaign is focused on healthy eating, specifically increasing consumption of fruits and vegetables in adults
- Met all required due dates
- Addressed one of the stated audiences
- Used at least 3 mediums from 2 of the stated categories
- Participated in the check-in midway through the competition
- Incorporated feedback from their check-in meeting into their campaign

How the team incorporated feedback:

Total Score: _____

Percentage: _____

Criterion	Excellent (5)	Good (4)	Satisfactory (3)	Fair (2)	Poor (1)	N/A
The <u>visuals</u> of the campaign, including images and typography, are appealing and professional.	The visual content is very attractive, easy to read, and very professional.	The visual content is mostly attractive and professional, and mostly easy to read.	The visual content is moderately attractive and professional and is slightly difficult to read.	The visual content is only slightly attractive and not easy to read.	The visual content is not very attractive and is slightly difficult to read.	
<u>Language</u>, written or spoken, is clear and supports the marketing message.	The language is very clear, cohesive, and obviously supports the marketing message.	The language is clear and mostly supports the marketing message.	The language is moderately clear and moderately supports the marketing message.	The language is slightly unclear and only slightly supports the marketing message.	The language is unclear and does little to support the marketing message.	
The campaign <u>message</u> is accurate and accessible to the chosen <u>audience</u>.	The message is clear and concise. The information is completely accurate, and the message clearly knows its audience.	The message is almost entirely accurate and shows an understanding of audience.	The message is mostly accurate and is designed for its audience.	The message is accurate, but is not accessible to the audience, or vice versa.	The message has many inaccuracies and the audience is unclear.	
The campaign as a whole is <u>cohesive and compelling</u> and easy to understand (it has a hook).	The campaign is very cohesive, clever, engaging, and easy to understand	The campaign is mostly cohesive, clever, engaging and mostly easy to understand.	The campaign is moderately cohesive, clever and engaging and not easy to understand.	The campaign is slightly unclear and is not cohesive or particularly compelling.	The campaign is difficult to follow and not very cohesive or compelling.	
The campaign appropriately uses the <u>values and benefits</u> in the Utah Health Values Study.	The campaign clearly and effectively uses the values and benefits in the Utah Health Values Study.	The campaign uses the values and benefits in the Utah Health Values Study satisfactorily.	The campaign uses the values and benefits in the Utah Health Values Study less than satisfactorily.	The campaign hardly uses the values and benefits in the Utah Health Values Study.	The campaign does not use the values and benefits in the Utah Health Values Study.	