

Maxi Awards Scoring Rubric

50 Possible Points

Judging Area	8 to 10 points	4 to 7 points	Less than 4 points
Quality of Strategy This includes overall relevance, innovation and formation of a strategy.	The entry is focused and directed at an appropriate audience and is crafted in a positive manner. The entry provides a specific solution to the target audience.	Focus and direction, while present, are weak or lacks a positive manner. The entry provides some solution to the target audience.	Focus and direction are missing . The entry provides no solution to the target audience.
Implementation of Strategy This area addresses the overall execution and delivery of the entry.	The delivery mechanism is very appropriate for the product or service. The material is very clear and easy for the audience to understand. The strategy and message has been delivered in a very creative manner.	The delivery mechanism is somewhat appropriate for the product or service. The material is somewhat clear and easy for the audience to understand. The strategy and message has been delivered in a somewhat creative manner.	The delivery mechanism is not appropriate for the product or service. The material is not clear and easy for the audience to understand. The strategy and message has not been delivered in a creative manner.
Overall Tone and Message This component explores the overall feel and tone of the entry.	The message is very compelling and motivating. The copywriting greatly reinforces the product or service.	The message is somewhat compelling and motivating. The copywriting somewhat reinforces the product or service.	The message is not compelling or motivating. The copywriting does not reinforce the product or service.
Quality This area addresses the overall quality and production value of the entry.	The graphics or photography are of the highest caliber. The layout is very easy to read. The entry is very well written. The overall look of the entry is very pleasing to the eye.	The graphics or photography are of mediocre caliber. The layout is somewhat easy to read. The entry is adequately written. The overall look of the entry is neutral to the eye.	The graphics or photography are of poor caliber. The layout is difficult to read. The entry is poorly written. The overall look of the entry is negative to the eye.
Results How well did the entry meet the stated objectives?	The objectives were very clear. The entry exceeded the stated objectives.	The objectives were somewhat clear. The entry met the stated objectives.	The objectives were unclear or were missing. The entry failed to meet objectives.