



Presented in partnership with  
**THE PENNSYLVANIA  
 TURNPIKE COMMISSION**



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**UGI UTILITIES, INC.**

## Round 2 Judging Rubric

**Instructions:** Please rate each DEIC proposal by circling one number per question. The sum of the circled numbers will be the team's overall score.

**Judge's Name:**

**Date:**

**School/Team Name:**

**1) The Objective:** Is the overall objective of the integrated marketing campaign (IMC) clearly stated?

- |                            |   |   |   |
|----------------------------|---|---|---|
| <b>1</b>                   | <b>2</b>  | <b>3</b>                                      | <b>4</b>  |
| The Objective is not clear | The Objective is clearly stated, but not detailed | The Objective is clear and backed in research | The Objective is clear and backed in research; the campaign also includes detailed supporting goals that will contribute to meeting the overall objective |

**2) Knowing the Client:** Did the team research the clients (America250PA & PA Turnpike Commission)?

- |  |  |  |
|--|--|--|
| <b>0</b>   | <b>1</b>                                     | <b>2</b>   |
| The client is not addressed / addressed properly; it is evident that little client research was done | The team mostly understands the client needs | The team has a clear understanding of the client and client needs; the project aligns with America250PA values |

**3) Knowing the Client II:** Does the IMC align with the America250PA platform **Innovate250PA**?

- |                            |                                |
|----------------------------|--------------------------------|
| <b>0</b>                   | <b>1</b>                       |
| No, the IMC does not align | Yes, the IMC adequately aligns |

**4) The Theme:** Does the IMC align with the "Powering the Future" theme?

- |   |  |                                      |
|---|--|--------------------------------------|
| <b>0</b>                                      | <b>1</b>   | <b>2</b>                             |
| No, the concept does not align with the theme | The theme is mentioned but is not consistent throughout the presentation | The theme is central to the campaign |

**5) Target Audience:** Is there a clear target audience, and is it evident how the target audience will benefit from this IMC?

- |   |   |
|---|---|
| <b>1</b>  | <b>2</b>  |
| No target audience is specified; or the target audience is implied but not central to the IMC | The target audience is clearly stated and the IMC concept explicitly serves the target audience |

**6) Inclusion:** Though each team is free to select their target audience, the elements in the IMC should not have a participation cap within the selected age range, social group, or demographic. No Pennsylvanian, within the selected target audience, should be turned away. Does this IMC accommodate all interested and eligible Pennsylvanians ?

- |   |  |
|---|--|
| <b>1</b>  | <b>2</b>   |
| The IMC cannot accommodate all interested and eligible Pennsylvanians; the concept is accessible to some, but not all eligible Pennsylvanians | The concept is widely accessible and works to welcome all Pennsylvanians |

**7) Channel Integration:** How effectively did this team integrate **THREE** marketing channels?

- |  |   |  |  |
|--|---|--|--|
| <b>0</b>   | <b>1</b>  | <b>2</b>   | <b>3</b>   |
| Channels were not listed or clearly stated in the presentation | Channels were listed but were not integrated into the overall IMC concept and materials | <b>1-2</b> channels were included and accurately explained/integrated into the overall IMC concept and materials | All <b>3</b> channels were included and accurately explained/integrated into the overall IMC concept and materials |

**8) Accessibility:** Outside of the target audience, is the campaign adaptable to reach as many Pennsylvanians as possible?

1

There is no evidence that this IMC plan can be adapted to reach more Pennsylvanians

2

There is evidence that will allow this IMC to be adapted to reach more Pennsylvanians

**9) Timeline:** Does the timeline (for the planning and implementation of this IMC) realistically address major steps and deadlines necessary to the success of the IMC?

0

No timeline for planning or implementation is mentioned

1

Thought went into IMC preparation work, but the planning priorities and/or timeline need work

2

The presented planning and implementation timeline was clear and realistic

**10) Campaign Implementation:** How client-ready is this proposal?

1

This proposal is still in the beginning phases

2

This proposal is well thought out, but needs a good deal of work before it is ready to be implemented

3

This proposal seems ready for the client, but the presentation/pitch needs work

4

This proposal could be presented to the client with minimal changes

5

This proposal could easily be implemented today!

**11) Budget:** Does the provided budget proposal stay within the \$100,000 limit? How realistic is this budget proposal?

0

There is no provided budgetary information

1

The provided budget goes over the \$100,000; or major associated costs are missing from the budget

2

The provided budget accounts for most or all of the major associated costs and does not exceed the \$100,000 limit

**12) Cost:** Though there will be costs associated with the planning and implementation of the IMC, the elements in the campaign should be offered free of cost to participants (within the selected target audience). Is this IMC accessible to and offered free of cost to all Pennsylvanians (within the selected target audience)?

0

Pennsylvanians in the selected target audience cannot participate free of cost

1

Pennsylvanians in the selected target audience can participate in the free of cost

**13) Research:** How well did the team research this concept?

0

No research is referenced or provided

1

Research is cited at the end of the presentation, but is not referenced during the pitch

2

Research is referenced throughout the pitch and also cited at the end of the presentation

**14) Creativity:** Is this an original idea? How creative was this team in building an IMC to engage Pennsylvanians?

1

Not an original concept; America250PA or the PA Turnpike Commission is already using the proposed ideas

2

This idea is creative and original but could use a little more work

3

Not only is this idea creative and original, but it's also realistic

4

This idea is new and unique, and needs to be a part of our semiquincentennial celebration!

**15) Presentation Length:** Did the presentation make use of the **6-minute** time limit?

*Note: presentations over 6 minutes will not be considered.*

1

The presentation was too short (2 or more minutes under)

2

The presentation was a good length; it was not too long or too short

**16) Overall Quality:** Overall, how effective, efficient, and organized was this presentation and campaign?

1

The team met most requirements, but was not organized, missed key elements, and/or the presentation included incorrect facts about the Commonwealth, history, or client

2

The team met most requirements and gave an organized presentation, but missed a few key elements that were important to the client

3

The team met all requirements and was organized and intentional in their presentation

4

The team met all requirements, well represented the client, and was organized and intentional in their presentation

5

The team went above and beyond requirements, which resulted in professional level research, planning, and presentation; As a potential client, I would invest in this campaign

**Total Score:** \_\_\_\_\_

\*The total score is calculated by adding together all of the numbers that you circled above.

The sum of those numbers is the team's overall score. The five teams with the highest overall scores will advance to Finals.

The highest possible score is **41**.

**ON BEHALF OF AMERICA250PA, THANK YOU FOR BEING A PART OF OUR JUDGING PANEL!**