

CAP 210 FUNDAMENTALS OF ADVERTISING - IMC CAMPAIGN & PITCH- 100 POINTS

Agency Name: _____ Group Members: _____

WRITTEN PLANS BOOK 25 POINTS

- 1 2 3 4 5 All required elements, content and headings
- 1 2 3 4 5 Well written, good transitions, clear, concise, no errors
- 1 2 3 4 5 Well researched; excellent justifications and rationale for decisions
- 1 2 3 4 5 Creative and logical, all elements make sense for the client
- 1 2 3 4 5 The Big Idea on target and clearly woven throughout campaign

CREATIVE EXECUTIONS 25 POINTS

- 1 2 3 4 5 Big Idea and brand personality shines through all channels
- 1 2 3 4 5 Consistent visual message shown through all tactics
- 1 2 3 4 5 Consistent written message through all campaign tactics
- 1 2 3 4 5 Minimum of five creative samples prepared and presented
- 1 2 3 4 5 Each creative execution is well justified

PERSONAL LETTER 10 POINTS

- 1 2 3 4 5 Responsibilities, cohesion, lessons learned, issues, suggestions
- 1 2 3 4 5 Individual assessment of each team member including self

PRESENTATION 40 POINTS

- 1 2 3 4 5 Confidently presented all elements of the campaign
- 1 2 3 4 5 Points were clear and understandable
- 1 2 3 4 5 Illustrated original ideas creatively and logically
- 1 2 3 4 5 Demonstrated depth in brand knowledge, presentation “on brand”
- 1 2 3 4 5 Justified strategy with convincing supporting material
- 1 2 3 4 5 Group cohesion, smooth transitions, well rehearsed and professional
- 1 2 3 4 5 Presentation length: 20 minutes + Q&A (handled well)
- 1 2 3 4 5 Overall reception of presentation from clients and class

Ad Agency IMC Campaign Plan and Pitch Total: _____

Notes: