

PRESENTATION 40 POINTS NAME: _____

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: 20-25 minutes + Q&A (handled well)

1 2 3 4 5 Overall reception of presentation from “clients” (class)

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