

Advertising Campaign Proposal Rubric

Name(s): _____

Directions: Read the rubric and ask questions of any areas you do not understand. The time limit is 10 minutes. This is a range, meaning if you get a “7” in a category you had elements that fell between the descriptions for “5” and “10.”

| <i>Category</i> | 0 | 5 | 10 | 12 | Score |
|--------------------|---|---|---|---------------|-------|
| Preparation | Unprepared, unprofessional appearance, lacking confidence, does not reference the proposal, and/or is far off the time limit. | Attempts to dress appropriately, some preparation is noticeable, and there are moments of confidence. Close to the time limit. | Dressed professionally, effort is immediately apparent, and exudes confidence. Within the time limit. | Wow! | |
| Proposal | No proposal, or shabbily put together, missing the explanation, cost breakdown, relevant charts, mock-ups, Works Cited, and/or company name with members. | Unorganized, hard to follow, or missing details of the explanation, cost breakdown, relevant charts, mock-ups, Works Cited, and/or company name with members. | Neat and well organized. Contains all pertinent information. Easy to follow. | Wow! | |
| Goal | No thesis, or very unclear and unfocused. | Has some elements of what agency is going to do but not always clear. | Clearly states what agency is going to do, who is being targeted, and how it will be accomplished. | Wow! | |
| Strategy | No strategy. No supporting data or data is not used. No reasoning for media choices. | Strategy comes mostly from goal. Hard to follow at times. Supporting data is used but connections are unclear or vague. Some media choices make sense while others may be unclear or not supported by data. | Strategy clearly demonstrates how goal will be achieved. Supporting data used to define goal and strategy. Media choices target markets supported by data gathered. | Wow! | |
| Creativity | Lacks creativity and effort. Presentation is uninteresting and does not reference the proposal. | There is some creativity and effort, but doesn't show strong connection to goal. Presentation has some good moments and references the proposal at times. | Entertaining and excellent connections to goal of the campaign. Presentation keeps the audience interest and references the proposal. Is smart and professional. | You're hired! | |
| Total | | | | 50 | |

Notes:

You need two copies of the rubric. Your grade will be an average of the company officials.