

F4i-SM2C Social Media and Marketing Campaign Judging Rubric
Participant(s) Names
Level of Participant: L1-9-12th or L2 12th- Adult
Judge/ Assessor's Name



	Scoring Scale	Total
Receives a microcredential certification for mastery of standards.	Exemplary	90-100
	Meets evidence of mastery	75-89
Receives a microcredential certification for mastery of standards.	Needs Improvement	50-74
	Inadequate/Incomplete/ Missing Collateral	0-49

Criteria	Incomplete: Information Not Available	Below Expectations	Average/ Some Evidence of Understanding	Meets Expectations	Exceeds Expectations	My Score	Judges Notes
Section 1 Team Introduction & Current Brand Summary & Analysis (5% of score)	0-1	2	3	4	5		

- Introduces Team
- Offers a creative introduction of what their marketing and social media plan will do for the 'client'
- Clearly captures the audience/ judges attention with a compelling introduction.
- Showcases new logo and theme in opening
- Summary of Client Scenario/ Interpretation of Problem/ Need
- Current Product Slogan & Logo of Client showcased
- Brand/ Product / Service explanation: What does the company or brand do?
- Current Social Media pPresence analysis (Facebook, Instagram, Twitter, other)

Criteria	Incomplete: Information Not Available	Below Expectations	Average/ Some Evidence of Understanding	Meets Expectations	Exceeds Expectations	My Score	Judges Notes
Section 2 Target Market, Customer (10% of score)	0-2	3-4	5-6	7-8	9-10		

- Target Market
- Regional market information
- Customer description
- Buying patterns / social media use of target customer(s)

Criteria	Incomplete: Information Not Available	Below Expectations	Average/ Some Evidence of Understanding	Meets Expectations	Exceeds Expectations	My Score	Judges Notes
Section 3 Creative Campaign Theme, Logo & Slogan (10% of score)	0-2	3-4	5-6	7-8	9-10		

- Innovative campaign logo
- Campaign slogan is creative and compelling
- KPI (Key Performance Indicator) Goal 1 is achievable, reasonable
- KPI (Key Performance Indicator) Goal 2 is achievable, reasonable

Criteria	Incomplete: Information Not Available	Below Expectations	Average/ Some Evidence of Understanding	Meets Expectations	Exceeds Expectations	My Score	Judges Notes
Section 4 New Campaign Branding Board (10% of score)	0-2	3-4	5-6	7-8	9-10		

- Campaign follows client scenario need for branding board (integrate logo or new logo)
- Branding Board has logo in Full color, black and white and two additional variations
- Logo options for Facebook, Instagram, Google & Twitter formats are showcased(may be the same as full color logo)
- Cites Hex Color, RGB and CMYK colors for the brand are noted
- Primary and secondary font name and letter view
- 4 evidence of clear patterns/ inspiration for the branding board choices

Criteria	Incomplete: Information Not Available	Below Expectations	Average/ Some Evidence of Understanding	Meets Expectations	Exceeds Expectations	My Score:	Judges Notes
Section 5: Unique 11 X 17 Poster & Trifold Brochure (10% of score)	0-2	3-4	5-6	7-8	9-10		

- Poster could be distributed with the intent to engage the identified client market
- Poster has important information like client address,website, social media
- Poster showcases product or service will be delivered to consumers/ end users.
- Poster clearly showcases this branding for this unique campaign
- Trifold could be distributed with the intent to engage the identified client market
- Trifold has important information like client address,website, social media
- Trifold showcases product or service will be delivered to consumers/ end users.
- Campaign is evident in these two pieces of print collateral

Criteria	Incomplete: Information Not Available	Below Expectations	Average/ Some Evidence of Understanding	Meets Expectations	Exceeds Expectations	My Score:	Judges Notes
Section 6a: December-May 6/12 Months Social Media Campaign Posts (minimum 1 platform) (10% of score)	0-2	3-4	5-6	7-8	9-10		

- December campaign has a creative post, and reasonable estimated likes, shares and comments / engagement as well as projected followers of this month's post.
- January campaign has a creative post, and reasonable estimated likes, shares and comments / engagement as well as projected followers of this month's post.
- February campaign has a creative post, and reasonable estimated likes, shares and comments / engagement as well as projected followers of this month's post.
- March campaign has a creative post, and reasonable estimated likes, shares and comments / engagement as well as projected followers of this month's post.
- April campaign has a creative post, and reasonable estimated likes, shares and comments / engagement as well as projected followers of this month's post.
- May campaign has a creative post, and reasonable estimated likes, shares and comments / engagement as well as projected followers of this month's post.

Criteria	Incomplete: Information Not Available	Below Expectations	Average/ Some Evidence of Understanding	Meets Expectations	Exceeds Expectations	My Score:	Judges Notes
Section 6b: June-November 6/12 Months Social Media Campaign Posts & Projected Engagement (minimum 1 platform) (10% of score)	0-2	3-4	5-6	7-8	9-10		

- June campaign has a creative post, and reasonable estimated likes, shares and comments / engagement as well as projected followers of this month's post.
- July campaign has a creative post, and reasonable estimated likes, shares and comments / engagement as well as projected followers of this month's post.
- August campaign has a creative post, and reasonable estimated likes, shares and comments / engagement as well as projected followers of this month's post.
- September campaign has a creative post, and reasonable estimated likes, shares and comments / engagement as well as projected followers of this month's post.
- October campaign has a creative post, and reasonable estimated likes, shares and comments / engagement as well as projected followers of this month's post.
- November campaign has a creative post, and reasonable estimated likes, shares and comments / engagement as well as projected followers of this month's post.

Criteria	Incomplete: Information Not Available	Below Expectations	Average/ Some Evidence of Understanding	Meets Expectations	Exceeds Expectations	My Score:	Judges Notes
Section 7 Campaign Promotional Item (Minimum 1 design & Budget) (5% of score)	0-1	2	3	4	5		

- Promotional item cites vendor, item name and number, and recommended color and description
- Promotional item shows breakdown of cost, shipping and any art set up fee to produce 200 of this recommended item
- Promotional item shows at least one photo of the item designed
- Promotional item justification for choice is compelling

Criteria	Incomplete: Information Not Available	Below Expectations	Average/ Some Evidence of Understanding	Meets Expectations	Exceeds Expectations	My Score:	Judges Notes
Section 8a Written Slidedeck Presentation/ PDF Slide Deck (10% of Score)	0-2	3-4	5-6	7-8	9-10		

- Slide Deck covers all sections of collateral per requirements.
- Written slide deck presentation clearly presents data for all aspects of the rubric.
- Graphics, branding and data are specific and customized to the marketing campaign.
- Is an informative & persuasive video showcase of the pitch.

Criteria	Incomplete: Information Not Available	Below Expectations	Average/ Some Evidence of Understanding	Meets Expectations	Exceeds Expectations	My Score:	Judges Notes
Section 8b Slidedeck: Persuasive Recorded Campaign Pitch Video of Presentation/ Presentation Skills >15 min (10% of Score)	0-2	3-4	5-6	7-8	9-10		

- Video recorded slide deck is presented in a PERSUASIVE tone, participants are clear, and not just reading the slides. Graphics, personal branding and data are specific and customized to the campaign brand.
- Video presentation covers all aspects of the rubric and /campaign marketing in a persuasive video showcase of the pitch. Industry-relevant evidence of sections in the written are addressed
- Video presentation covers all aspects of the rubric.
- Video showcases the slides but allows for personal narrative and communication/ sales techniques to be showcased
- Audio is clear and easy to be understood

Criteria	Incomplete: Information Not Available	Below Expectations	Average/ Some Evidence of Understanding	Meets Expectations	Exceeds Expectations	My Score:	Judges Notes
Section 9 Advertising: 1 Minute Campaign Commercial / PSA (10% of Score)	0-2	3-4	5-6	7-8	9-10		

- Commercial/PSA is persuasive and / or informative
- Commercial/PSA uses sales and persuasive techniques to pitch or persuade client to adopt their campaign/hire them
- Commercial/PSA is targeted to identified target market of campaign and compelling to convince end users to engage with client's services and opportunities

Total Points	0
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Additional Notes/ Feedback: