



Judging Criteria

Listed below are the six categories with explanations and possible scores (for a high of 45 and a low of 5):

a. Marketing Research: What are the needs of the target market that can be the basis for the creation of relevant features and benefits? What are the prospect’s attitudes and behavior and what compelling messages could make them change their existing behavior? What is your understanding of our marketplace and the products?

Incomplete	Standard	Comprehensive
1 2 3	4 5 6	7 8 9

b. Marketing Strategy: How do you segment our target audience? How does the team address “creative” new formats of “traditional” and “new” marketing? Are all media clearly integrated? Do they support the marketing research conclusions, and one another? How should Bing / Bing Cashback / Bing Toolbar be positioned to the target market?

Incomplete or Unimaginative	Standard	Different, Innovative Complete and Imaginative
1 2 3	4 5 6	7 8 9 10

c. Media Plan: How many vehicles do you use to market the product? Are all media integrated? Do they support one another? How does the media plan ensure that the right audience is being reached? Will the media chosen be effective in communicating the message and convincing prospects to respond?

Amateurish or Basic	Competent	Sophisticated and Professional
1 2 3	4 5 6	7 8 9

d. Creative Execution: How will you position Bing / Bing Cashback / Bing Toolbar to your target audience? What are the most compelling messages you will present and in what order? Is the message effective in grabbing attention, alleviating concerns and persuasive in moving the audience to respond? Is the creative strategy consistent with research findings and overall strategy?

Amateurish, Unexciting, Not Professional	Competent Copy/Art; Professional Quality & Concepts	Breakthrough Copy/Art; Exciting; Compelling; Top Caliber Work
1 2 3	4 5 6	7 8 9 10

e. ROI (Return on Investment) and Budget: What is your prediction of the ROI of your campaign? How is the budget concentrated or diversified, and how will that support the objectives in the plan?

Amateurish	Average	Extremely Professional
1 2	3	4 5

f. Professionalism/Quality of Presentation: Campaigns will be judged as if they were a corporate presentation. They must appear professional. Spelling, grammar, punctuation and completeness of entries count! How well do teams highlight the value proposition of Bing / Bing Cashback / Bing Toolbar to consumers in their video?

Incomplete or Amateurish	Average	Extremely Professional
1 2 3	4 5	6 7