



CAMPAIGN AWARDS JUDGING CRITERIA FOR NPOS

INDICATIVE RATINGS

1. RATIONALE BEHIND THE MARKETING CAMPAIGN	15
1.1 Analysis of the societal issue; target audience or segment groups, their needs and perception of the issue; and the competition	
1.2 Insights of target audience or segment groups behind the campaign	
1.3 Definition of the objective behavioural change to address the issue	
2. MARKETING EXECUTION	40
2.1 Development and positioning of product / service / behaviour / idea	
- Relevance to target audience needs	
- Benefits offered to target audience	
- For international product / service / behaviour / idea, adaptations for local targets (e.g. reformation, repackaging, reformatting, new applications)	
2.2 Cost of target audience	
- If there is a monetary cost associated with the product / service, the rationale behind the adoption of the 'pricing' mechanism	
- If not, the non-monetary cost or the perceived barriers to the target audience and the rationale behind it	
2.3 Distribution channels	
- Alignment of marketing objectives, resources and target audience	
- Efficiency of channels used to reach target audience	
2.4 Communication and promotion	
- Impact on target audience's awareness, attitudes and usage	
2.5 People	
- Apart from the staff, are there any volunteers participating in the campaign? If yes, what is the number of volunteers or the ratio of mobilized volunteers to staff?	
- Whether staff and / or volunteers are appropriately trained and well motivated to deliver the objectives of the campaign?	
- How the people issues have been appropriately considered?	
- How the people element was used to add value to the campaign?	
2.6 Overall integration of campaign elements and challenges in the process of marketing execution	
3. ORIGINALITY AND STRATEGIC IMPACT OF THE CAMPAIGN	15
3.1 For local campaign, elements of the campaign which are highly original and creative	
3.2 For international campaign, efforts to adapt to local societal needs and elements which are highly creative	
3.3 The extent to which the campaign broke new ground in the industry or society and created a unique position for the organization	
4. RESULTS	20
4.1 Marketing Results	15
- The extent to which the results met marketing objectives	
- Measurable outcomes (changes in target audience perceptions, attitude and behaviour, increases in awareness of the organization / product / service / behaviour / idea, usage level of target audience, etc)	
4.2 Other Financial Consideration (amount of donations, funding or grants generated through the campaign, cost efficiency and implications)	5
5. EXCEPTIONAL MERITORIOUS ASPECTS OF THE CAMPAIGN	10
5.1 Impact on future development of the organization and / or society	
5.2 Benefits to society	
5.3 Learning for the organization and further improvement	

TOTAL: 100