



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



市場策劃獎項 評審準則 (非牟利機構)

評分指標

1. 實行市場推廣計劃的理念及目標	15
1.1 社會問題、目標受眾或市場細分群的需要和對問題的認知及市場競爭分析	
1.2 市場推廣策劃背後的目標受眾或市場細分群的洞察	
1.3 確立目標行為的改變以解決上述社會問題	
2. 市場推廣策略	40
2.1 產品／服務／行為／意念的發展及定位	
－ 目標受眾需要的適切性	
－ 提供予目標受眾的好處	
－ 國際產品／服務／行為／意念為迎合本地市場而作出的改變 (例如從新配制、包裝、設計及應用)	
2.2 目標受眾的成本	
－ 如產品或服務涉及與金錢相關的成本，請分析背後理念	
－ 非金錢成本 (如產品或服務沒有與金錢相關的成本)、目標受眾的感知阻力， 並分析背後理念	
2.3 分銷渠道	
－ 市場目標、資源，以及目標受眾的互相配合	
－ 接觸目標受眾所採用的渠道的成效	
2.4 推廣及宣傳	
－ 對目標受眾意識、態度及使用情況的影響	
2.5 人的因素	
－ 除了員工以外，可有義務工作者參與這項市場策劃？如有，義務工作者人數有多少？ 或義務工作者與員工的人數比例為何？	
－ 有否為員工及／義務工作者提供適當的培訓及推動力，令這項市場策劃達到預期的目的？	
－ 有否適切考慮與人有關之問題？	
－ 如何運用人的因素替這項市場策劃增值？	
2.6 整體市場推廣策略原素的整合，以及在執行過程中遇到的挑戰	
3. 市場推廣計劃之原創性及策略效應	15
3.1 本地產品或服務：推廣計劃中富高度原創性及創意的原素	
3.2 國際產品或服務：為迎合本地社會需要而作出的改變及當中富高度創意的原素	
3.3 市場推廣策劃如何為社會帶來革新並為機構奠下獨特定位	
4. 成效	20
4.1 市場推廣成效	15
－ 市場推廣目標達到的程度	
－ 可量度成果 (目標受眾喜好、態度和行為的轉變、目標受眾 對機構／產品／服務／行為／意念的認知度、目標受眾的使用情況等)	
4.2 其他財務考慮 (由市場推廣策劃所產生的捐款或撥款資助／成本效益／其他涉及財務的範圍)	5
5. 市場推廣計劃的特別優勝之處	10
5.1 對於機構及社會未來發展的影響	
5.2 對於社會帶來的好處	
5.3 機構從中得到的經驗累積	

總分：100