

**AWARD JUDGING CRITERIA****Brand Impact of the Year**

**Judges will be looking for a campaign or project that can show an improved brand experience for a client which has delivered a measurable impact. This can include a complete rebrand or work on changing a visual identity, packaging, positioning or strategy. Work across digital, physical, or a combination of is eligible.**

**Planning and Design – 20 points**

- How did you plan and design the campaign?
- Is the campaign/project content relevant to the business goal?
- How did you use graphics and imagery in the campaign/project?

**Innovation – 20 points**

- What made this campaign/project stand out from the crowd?
- What materials/methodology did you use to create this impact?

**Implementation – 20 points**

- Is the new campaign/project optimised for user experience, does it encourage them to complete the desired goal?
- Does the campaign/project perform well enough across all devices?
- How has ad variation been utilised?

**Impact, Usability & Performance – 20 points**

- Has the campaign/project had a positive impact on the overall experience?
- Does the brand still represent the client's ethos and mission statement?
- Has the campaign/project had a positive impact on revenue and conversions?

**Results v Budget – 20 points**

- How did you measure the effectiveness of the impact?
- Has the campaign/project delivered impressive ROI vs expectation and budget?
- Has the campaign/project delivered an exceptional (quantifiable) increase in online awareness / visibility?