

AWARD JUDGING CRITERIA**Best Performance Marketing Campaign**

Judges will be looking for outstanding results in a performance marketing campaign, which is creative, innovative and stands out from the crowd. This entry should showcase a sound strategy which provided a tangible and exceptional ROI.

Planning and Design – 20 points

- How did you plan and design the campaign?
- Is the campaign content relevant to the business goal?
- Does it strike a good balance between being on brand and sales orientated copy?
- How did you use graphics and imagery in the campaign?

Innovation – 20 points

- What made this campaign stand out from the crowd?
- Is the campaign on the cutting edge of content creation, mobile apps, social media and niche marketing?

Implementation – 20 points

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

Impact, Usability & Performance – 20 points

- Has the campaign had a positive impact on the overall experience?
- Does the landing site represent the service offered in the ad copy?
- Has the project had a positive impact on revenue and conversions?

Results v Budget – 20 points

- Has the campaign delivered impressive ROI vs expectation and budget?
- Has the project delivered an exceptional (quantifiable) increase in online awareness / visibility?