

The judges are looking for a terrific looking publication with a brilliant narrative and a good tone of voice throughout. Solid objectives underpin its production with specific content targeted to the audience in both format and delivery. The entry must demonstrate strong evaluation that shows how the publication achieves the objectives.

- Style and creativity (1/3 of score)
- Content (1/3 of score)
- Impact (1/3 of score)

SECTION	KEY ISSUES	MAX SCORE
Brief, objectives and budget	The idea, research and planning:	4
	<ul style="list-style-type: none"> • What is the big Idea: What is the one thread running through every page? • Purpose of the project is clearly stated, and importance is clearly established. 	
	<ul style="list-style-type: none"> • What is the main issue/gap/need that has necessitated this publication? 	3
	<ul style="list-style-type: none"> • What are the priority areas for this publication? 	3
	<ul style="list-style-type: none"> • What are the strategic objectives of the publication? • Research methods are clearly identified, chosen methods are appropriate for the project and purpose, and are described clearly and in adequate detail. 	3
	<ul style="list-style-type: none"> • What is the key messaging around the publication? Is the messaging short, simple and accessible? 	5
Strategy, creativity and innovation	<ul style="list-style-type: none"> • What research tools were used to inform the issue, key messaging and overall structure and layout of the publication? • At least 2 research methods utilized and described in adequate detail. • Research results are clearly summarized, and demonstrably affected the creation or implementation of project objectives, strategies, or tactics 	5
	<ul style="list-style-type: none"> • How is the use of language? Jargon? Technical? Easy for the reader? • Clear language that easily unpicks difficult information making it easily understandable. 	5
	<ul style="list-style-type: none"> • What is the tone of voice? Does it provide reassurance to the targeted audience? 	5
	<ul style="list-style-type: none"> • Written for the suitable audience. Mention target audience. Provide a link for your editorial guidelines 	5
	<ul style="list-style-type: none"> • Visuals: Is the photography visually appealing (high resolution pictures) that are informative, helpful and colorful? 	5
	<ul style="list-style-type: none"> • Is there a digital version of the publication with embedded videos making it a great watch and a great read! 	5
Stakeholder mapping and relevance	<ul style="list-style-type: none"> • Stakeholder mapping: clearly bring out how the stakeholders were identified and prioritized for this publication • How relevant is the editorial mandate/policy of the publication to the target readership? • Target audiences or publics are clearly identified and described. • At least 2 specific, measurable project objectives and/or metrics are clearly identified 	5

SECTION	KEY ISSUES	MAX SCORE
Delivery/ implementation of tactics:	<ul style="list-style-type: none"> How has the delivery of the tactics been executed? Specific tactics are identified, appropriate to the project, and described in adequate detail Resources used to conduct the strategy and work toward objectives are clearly identified and described in adequate detail. A timeline or deadline clearly established, and relevant considerations discussed. A general breakdown of the project budget is included, including specific financial and resource or time allocations At least 2 challenges (internal or external) are described, as well as how they were overcome 	5
	<ul style="list-style-type: none"> Has creativity been showcased? Has the reader being put at the front and center of this publication? 	5
	<ul style="list-style-type: none"> What are the wins/gains for the reader as demonstrated by the publication? 	5
	<ul style="list-style-type: none"> Are the needs/interests/concerns of the reader reflected in the publication? Is the publication's content (stories, photos, illustrations-cartoons) clearly reflective of its editorial mandate/policy? Use of photos and captions and their appropriateness to the stories they illustrate 	5
	<ul style="list-style-type: none"> Does the content cover wider community issues of the target audience? 	5
Measurement, evaluation and impact including engagement of target readers.	<ul style="list-style-type: none"> How have you measured knowledge acquisition? 	4
	<ul style="list-style-type: none"> Readability of the key messages? 	4
	<ul style="list-style-type: none"> Attainment of publication objectives? 	4
	<ul style="list-style-type: none"> How have you measured the usefulness of the information provided to the end user? Is there provision for client/readers to engage with the writers through feedback on, or reactions to, the stories published e.g. via return email address Did the entrant describe the extent to which goals and objectives were met? 	4
Total		100