

**CPRS 2021 Awards of Excellence Program  
Judge Scoresheets – Agency Team of the Year**

**Total Marks: \_\_\_\_\_/60**

**Entrant's Name:** \_\_\_\_\_

**Entry Title:** \_\_\_\_\_

**Category:** \_\_\_\_\_

**Entry #:** \_\_\_\_\_

**Scoring Guide:**

**5 = Extraordinary or insightful:**

Not only meets the criteria, but demonstrates extraordinary depth of application and practice.

**4 = Significantly better than adequate:**

Shows that basic criteria were met and elaborates to support the requirement.

**3 = Fully adequate:**

Demonstrates that the criteria were met but did not exceed.

**2 = Somewhat less than adequate:**

Demonstrates deficiency in some, but not all key areas.

**1 = Significantly less than adequate:**

Major aspects of the requirements were not met.

**0 = Information missing or major flaws in approach:**

No information given

**Marking Components:**

**Submission Overview**

Clearly stated business overview, team strategy and number of employee's	5	4	3	2	1	0	
Annual budget incorporated	5	4	3	2	1	0	
Submission consists of no more than 1,000 words	5	4	3	2	1	0	
							<b>Total Marks: _____/15</b>

**Organizational Excellence**

Demonstrates their commitment to ethical communications and professionalism	5	4	3	2	1	0	
Highlights recent achievements	5	4	3	2	1	0	
							<b>Total Marks: _____/10</b>

**Campaign Example**

Shows creativity and innovation in the team's approach	5	4	3	2	1	0	
Demonstrates that the R-A-C-E formula was followed	5	4	3	2	1	0	
Clearly stated achieved results	5	4	3	2	1	0	
							<b>Total Marks: _____/15</b>

**Overall Quality of Entry**

Is the entry well written?	5	4	3	2	1	0	
Is it easy to follow and understand?	5	4	3	2	1	0	
Is it comprehensive?	5	4	3	2	1	0	
Does it show creativity and originality?	5	4	3	2	1	0	
							<b>Total Marks: _____/20</b>

**Comments:**

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**Judge Signature**

**Date**