

Judging Rubric for Brand Refresh Contest

Category	Criteria	Score Range
Creativity & Originality		
- Concept Uniqueness	How original is the overall theme and concept? Does it showcase creative thinking?	1-10
- Engagement Potential	Does the submission capture attention and engage the viewer effectively?	1-10
Visual Consistency		
- Brand Cohesiveness	Are all chosen assets visually cohesive and true to the brand identity?	1-10
- Theme Consistency	Does the visual theme remain consistent across different asset types (colors, fonts, imagery)?	1-10
Execution of Chosen Assets		
- Professionalism	Are the assets polished and professional?	1-10
- Relevance to Medium	Is each asset appropriately designed for its platform (e.g., billboard, social media, video)?	1-10
Technical Quality		
- Design Technique	Does the work display strong design techniques	1-10

(composition, typography, color harmony)?

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| - Multimedia Proficiency | How well are multimedia elements executed (e.g., video editing, layout in email or website)? | 1-10 |
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Brand Messaging

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| - Message Clarity | Is the brand message clear and effectively communicated across assets? | 1-10 |
| - Target Audience Alignment | Does the submission reflect an understanding of the target audience's interests and preferences? | 1-10 |

Innovation & Potential Impact

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|-------------------------|------------------------------------------------------------|------|
| - Memorability | Does the submission leave a lasting impression? | 1-10 |
| - Practical Application | Could this concept be implemented in real-world marketing? | 1-10 |

Total Possible Score: 100

Scoring Guide:

- 1-3: Needs Improvement
- 4-6: Fair
- 7-8: Good
- 9-10: Excellent