

TEXAS ASSOCIATION OF MUNICIPAL INFORMATION OFFICERS
TAMI Award Judging Criteria

Category: Marketing – Best Use of Promotional Item

STRATEGY – 1-5 points for each item, maximum 20 points

1. Appropriate research was conducted prior to the promotion.
2. Target audiences were identified.
3. The objectives are quantifiable.
4. The promotional items were appropriate based on the research and/or goals.

CREATIVITY – 1-5 points for each item, maximum 10 points

1. The message was creatively presented.
2. The item used stands out for its originality or uniqueness.

IMPLEMENTATION AND EVALUATION – 1-5 points for each item, maximum 15 points

1. Evaluate the methods of distribution.
2. The promotion relates to the program being publicized.
3. The item increased the likelihood members of the target audience will retain or remember the activity.

OVERALL PROGRAM – 1-5 points for each item, maximum 15 points

1. Evaluate the benefit of the creative exercise to the organization.
2. The creative item reflects the best possible image for the jurisdiction or program.
3. Rate your overall impression of the item.