

TEXAS ASSOCIATION OF MUNICIPAL INFORMATION OFFICERS
TAMI Award Judging Criteria

Category: Marketing – Most Creative with Least Dollars Spent

STRATEGY – 1-5 points for each item, maximum 15 points

1. The target audiences was researched and identified.
2. Objectives were quantifiable and the message was clear.
3. Techniques used support the goals of the campaign.

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

1. The message was creatively presented.
2. The campaign/event/activity/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 and vehicles of distribution.
2. To what extent does the promotion relate to the program being publicized?
3. How likely are members of the target audience to retain or remember the activity?

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

1. Evaluate the benefit of the program/project to the organization.
2. How well does the program/project reflect the best possible image for the jurisdiction or program?
3. What is your overall impression of the how effectively this creative exercise was used in contrast to dollars spent?