

TEXAS ASSOCIATION OF MUNICIPAL INFORMATION OFFICERS
TAMI Award Judging Criteria

Category: Marketing – Plan or Campaign

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. To what extent is there creative use of color, design or photography?

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

1. Evaluate the methods and vehicles of implementation.
2. To what extent does the writing/communications contribute to the effectiveness?
3. The program met its objectives.

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

1. Evaluate the benefit of the communication/marketing effort to the organization.
2. How well does the program reflect the best possible image for the jurisdiction?
3. Rate your overall impression of the campaign/plan.