

TAMI Award Judging Criteria

Each category (other than Best Small Shop) has a maximum score of 25 points.

Judging criteria and points that apply to all categories and are worth a maximum 5 points each:

- **Goals and Objectives:** Did the entry clearly state the goals and objectives for the project, including any specific target audiences?
- **Results and Outcomes:** Did the project/production achieve the desired goals and objectives?
- **Overall Impression:** Your overall impression of this project/production - consider its creativity, effectiveness and value to the organization.

In addition, each judge rates an entry based on its production quality. This question is worth a maximum 10 points and is category specific in its criteria:

- **Communication Planning:**
 - Were the plan objectives measurable and appropriate to the organization's needs?
 - Do the strategies and tactics support the goals of the plan?
 - Are the target audiences researched and identified?
 - Evaluate the methods for measuring success.
- **Internal Communications:**
 - Is the content clear, understandable and grammatically correct?
 - Is the content appropriate, timely and compelling for the intended audience?
 - Is the content accessible to the intended audience?
 - Evaluate the creativity of the entry's design or production elements.
- **Marketing and Innovation:**
 - Does the entry stand out for its creativity and originality?
 - How likely are members of the target audience to retain/remember the key message(s)?
 - Evaluate the effectiveness of the strategies/tactics associated with the entry.
- **Media Relations:**
 - Is the message creatively presented to engage the intended audience?
 - Evaluate the use of creative materials/activity to engage the media.
 - Evaluate the contribution of writing/communications tools to the effectiveness of the entry.
- **Photography:**
 - Does the photograph(s) effectively use composition, color, contrast and/or light to inspire a target audience?
 - Does the photograph(s) convey the desired message/story?
 - Does the use of this photography increase the likelihood members of the target audience will respond in the desired manner?
- **Print:**
 - Is the writing/messaging clear, understandable and grammatically correct?
 - Is the content effective for the desired audience?
 - Is the layout and design attractive and appropriate for the intended audience?
 - Is the use of photos, graphics and/or artwork effective?

- Special Events:
 - Evaluate promotional messaging for the event.
 - Evaluate methods/channels used to promote/market the event.
 - Was the event compelling to the desired audience?
 - Was the event content consistent with the promotional message?
- Technology Categories:
 - Is the messaging clear, understandable and grammatically correct?
 - Is the entry appropriately interactive/responsive?
 - Does the entry effectively use color, graphics, animation, etc.?
 - Is the entry user-friendly with working links/functionality?
 - Is the design appropriate for the message/intended audience?
- Video:
 - Is the message creative and effective?
 - Are music/audio, graphics, and/or special effects used effectively?
 - Is the camera work/picture composition appropriate and effective?
 - Rate your overall assessment of the technical production and content.

For Best Small Shop award submissions, each of the four projects will be judged according to the entries' specific category production questions, for a maximum score of 100 points.