



BALANCED SCORECARD

All entries received will be scored in round 1 using the following criteria.

- Engagement perspective
- Communication process perspective
- Customer satisfaction perspective
- Financial perspective

These scores will be added to an assessment of their innovation and creativity

Engagement perspective

6 points

- Have the customer's needs been analysed and identified?
- Have the brands unique properties been communicated in a compelling and differentiated manner?
- Has the customer been presented with a continuous learning opportunity?

Communication process perspective

8 points

- Is there a consistent message delivered by an integrated communication process involving: -
 - Traditional media
 - Viral environment
 - Digital environment
 - Physical environment
- Customer satisfaction perspective – 4 points
- Have the kinds of customers targeted been identified and the kinds of process used to deliver the product or service been analysed?
- Do the communication components create, manage and deliver the customer's expectations?
- Has the customer's journey from insight to use been demonstrated?

Financial perspective

6 points

- How well does the idea relate to a return on the investment?
- Is there a business model built around the:-
 - Size of the target market,
 - Number of customer contacts,
 - Conversion rates

Innovation

12 points

- Is the idea innovative?
- Is there a wow factor?
- Does the idea show logical steps to change a customer's opinion?
- Can the idea be sustained, transforming an organisation's performance?