

PromaxBDA alters judging criteria

After considerable consultation and review, PromaxBDA has enhanced and streamlined the judging process by reducing the main judging criteria from three to two...

The new Judging criteria are now:



Message Effectiveness

Beyond creativity and production value, this is specifically about how clearly the message is being communicated, how effective that message is being conveyed and how successfully its objectives are being met in the entry.

Overall Creativity

How does the entry compare with similar promotional items, displays, print ads, spots or campaigns with regard to originality of concept?

Previously the marketing objectives accounted for 1/3 of the total score, which is no longer the case. Submission of scores will be based on the new criteria. The marketing objective is now meant to only help provide context to the entry should the judges need clarification. The organisation encourages entrants to include a brief summary of the objective only as a reference for the judges.

In line with the changes, it has reduced the number of characters from 1000 to 250 in the marketing objective section and eliminated marketing objective from the list of disqualifying criteria. For more information, call +65 6736 1435 or email awards2015@promaxasia.tv.

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