

CLASS A: PRODUCT (P)

CATEGORY	JUDGES EVALUATION CRITERIA	WEIGHT
1. PRODUCT LAUNCH Judges will evaluate new products or services launched with clear market analysis in response to consumer and/or market needs, strategies deployed, execution creativity and innovativeness with measurable results	<ul style="list-style-type: none"> Clearly defined consumer and/or market needs Clearly defined ROI Clearly defined strategy and objectives Clear demonstration of creativity and innovation Clear demonstration of achievements of the defined ROI 	<p>10%</p> <p>10%</p> <p>30%</p> <p>30%</p> <p>20%</p>
2. PRODUCT RE-LAUNCH Judges will evaluate what the initial launch did not achieve and how a re-launch addressed the initial launch failures, strategies deployed, execution creativity and innovativeness with measurable results	<ul style="list-style-type: none"> Clear definition of initial launch consumer and/or market needs Clear outline of what the initial launch did not achieve and how the re-launch addressed those failures Clearly defined ROI Clearly defined strategy and objectives Clear demonstration of creativity and innovation Clear demonstration of achievements of the defined ROI 	<p>10%</p> <p>30%</p> <p>10%</p> <p>20%</p> <p>20%</p> <p>10%</p>

CLASS B: PLACE (P) / (DISTRIBUTION)

CATEGORY	JUDGES EVALUATION CRITERIA	WEIGHT
3. DISTRIBUTION STRATEGY AND IMPLEMENTATION Judges will evaluate implementation of a distribution strategy and its effectiveness to reach consumer target group, strategies deployed, execution creativity and innovativeness with measurable results	<ul style="list-style-type: none"> Clear definition of product and consumer target group Clearly defined ROI Clearly defined strategy and objectives Clear demonstration of creativity and innovation Clear demonstration of effective channel utilization in reference to consumer target group Clear demonstration of achievements of the defined ROI 	<p>10%</p> <p>10%</p> <p>20%</p> <p>20%</p> <p>30%</p> <p>10%</p>
4. IN-STORE AND SHOP-FRONT TRADE MANAGEMENT	<ul style="list-style-type: none"> Clear Definition of trade channels outlining Channel objectives to overall consumer reach and/or market share Clearly defined ROI Clearly defined Strategy and Objectives Clear demonstration of creativity and innovation in the execution Clear demonstration of achievement of the defined ROI 	<p>30%</p> <p>10%</p> <p>20%</p> <p>30%</p> <p>10%</p>

CLASS C: PROMOTION (P)

CATEGORY	JUDGES EVALUATION CRITERIA	WEIGHT
5. ADVERTISING CAMPAIGN Judges will evaluate utilization of paid up media, its ability to effectively reach consumer target group, strategies deployed, execution creativity and innovativeness with measurable results	<ul style="list-style-type: none"> Clear definition of product/service and consumer target group Clear definition of rationale behind media selection in relation to consumer target group Clearly defined ROI Clearly defined strategy and objectives Clear demonstration of creativity and innovation Clear demonstration of achievements of the defined ROI 	<p>10%</p> <p>20%</p> <p>10%</p> <p>20%</p> <p>30%</p> <p>10%</p>

CLASS C: PROMOTION (P)

CATEGORY	JUDGES EVALUATION CRITERIA	WEIGHT
6. DIGITAL MARKETING INCLUDING SOCIAL MEDIA MARKETING Judges will evaluate the rationale and effective use of digital marketing mix to reach a target consumer group, strategies deployed, execution creativity and innovativeness with measurable results	<ul style="list-style-type: none"> • Clear definition of product/service and consumer target group • Clear definition of rationale behind digital marketing approach in relation to consumer target group • Clearly defined ROI • Clearly defined strategy and objectives • Clear demonstration of creativity, innovation and use of digital marketing mix • Clear demonstration of achievements of the defined ROI 	10% 20% 10% 20% 30% 10%
7. EXPERIENTIAL MARKETING Judges will evaluate consumer insights behind experiential market approach and how these insights were utilized to engage the consumer target group in execution, strategies deployed, execution creativity and innovativeness with measurable results	<ul style="list-style-type: none"> • Clear definition of product/service and consumer target group • Clear definition of consumer insights that propelled the idea behind the experiential marketing approach • Clearly defined ROI • Clearly defined strategy and objectives • Clear demonstration of creativity and innovation in having the target group experience the brand/product • Clear demonstration of achievements of the defined ROI 	10% 20% 10% 20% 30% 10%
8. SALES PROMOTIONS Judges will evaluate effective use of sales promotional tools to reach consumer target group, strategies deployed, execution creativity and innovativeness with measurable results	<ul style="list-style-type: none"> • Clear definition of product/service and consumer target group • Clearly defined ROI • Clearly defined strategy and objectives • Clear demonstration of creativity and innovation • Clear demonstration of effective use of various sales promotional tools • Clear demonstration of achievements of the defined ROI 	10% 10% 20% 20% 30% 10%
9. INTEGRATED MARKETING COMMUNICATION (IMC)	<ul style="list-style-type: none"> • Judges will evaluate which entry stands out by having utilized the promotional mix tools in CLASS C i.e. the number and effective use of combination of more than one element within the promotional mix • No entries will be made into this category. • Winners will be deduced within the confines of the 5 Promotion (P) categories 	100%

CLASS D: BRANDING

CATEGORY	JUDGES EVALUATION CRITERIA	WEIGHT
10. BRAND BUILDING Brand Building Judges will evaluate brand equity and how it was measured to necessitate brand building activity, strategies deployed, execution creativity and innovativeness with measurable results	<ul style="list-style-type: none"> • Clear definition of brand equity before brand building activity and how it was measured • Clearly defined brand equity target • Clearly defined strategy to achieve brand equity target • Clear demonstration of creativity and innovation • Clear demonstration of achievement of targeted brand equity 	20% 10% 30% 30% 10%
11. BRAND PR Judges will evaluate challenges and/or opportunities that necessitated brand public relation focus, strategies deployed, execution creativity and innovativeness with measurable results	<ul style="list-style-type: none"> • Clear definition of challenges and/or opportunities that necessitated brand public relations initiative • Clearly defined PR value target • Clearly defined strategy to achieve defined PR value target • Clear demonstration of creativity and innovation • Clear demonstration of achievements of PR value target and how it was measured 	10% 10% 30% 30% 20%

CLASS E: SOCIAL MARKETING

CATEGORY	JUDGES EVALUATION CRITERIA	WEIGHT
12. SPORTS MARKETING Judges will evaluate the rationale behind sports marketing in relation to brand building or impact on consumers, strategies deployed, execution creativity and innovativeness with measurable results	<ul style="list-style-type: none"> • Clear definition of rationale behind sports marketing in relation to brand building and/or impact on consumers • Clearly defined ROI • Clearly defined strategy and objectives • Clear demonstration of creativity and innovation • Clear demonstration of achievements of the defined ROI 	30% 10% 20% 30% 10%
13. SUSTAINABILITY MARKETING (Variant sustainable marketing campaigns including CSR) Judges will evaluate sustainability marketing tactics and its impact in the society, strategies deployed, execution creativity and innovativeness with measurable results	<ul style="list-style-type: none"> • Clear definitions of insights that led to the necessity of CSR in relation to the society in which the brand/organization operate in • Clearly defined objectives to be achieved • Clear demonstration of creativity and innovation • Clear demonstration of social impact and integration into organizational culture • Sustainability of the activity and follow-up measures • Clear demonstration of objectives achievements 	20% 10% 30% 20% 10% 10%

CLASS F: INSTITUTION OF HIGHER LEARNING

CATEGORY	JUDGES EVALUATION CRITERIA	WEIGHT
14. STUDENTS IN MARKETING - Represented by Student(s) within it for the period October 2018-October 2019	<ul style="list-style-type: none"> • Winning marketing Ideas based on the specific assignment project/case studied/research e.t.c • Evaluation on 60 other universities 	100%

CLASS G: JUDGE'S CHOICE

CATEGORY	JUDGES EVALUATION CRITERIA	WEIGHT
15. THE JUDGE'S CHOICE	<ul style="list-style-type: none"> • At the collective Judges Discretion • Judges will agree through consensus on any one best entry brands i.e. the one that will have impressed them the most based on a guided discussion session. • For consideration the brands MUST have somehow successfully disrupted the market and MUST not have won in any other category 	100%

CLASS H: MARKETING MEDIUMS

CATEGORY	JUDGES EVALUATION CRITERIA	WEIGHT
MARKETING MEDIUMS (within the period October 2018-October 2019)	<ul style="list-style-type: none"> • Objective categories – Winners will be drawn purely from the KARF statistical report and or any other credible research findings on all the 4 entities • Demonstration of innovation strides made in communicating and driving engagement with the targeted/specified audiences 	100%
16. PRINT MEDIUM		
17. RADIO MEDIUM		
18. TV MEDIUM		
19. DIGITAL MEDIUM		

CLASS I: 2018 OVERALL WINNERS

CATEGORY	JUDGES EVALUATION CRITERIA	WEIGHT
20 OVERALL CAMPAIGNS FOR THE YEAR 2018	<ul style="list-style-type: none">Judges will decide on overall winner based on quality of entries and total scores in all entries.Judges will look at presentation, content and on the strength of the marketing strategies, execution & results.	100%
1ST RUNNER UP OVERALL		
2ND RUNNER UP OVERALL		

