

# BUZZ Awards Score Sheet

Points should be assigned 1 to 10 - 1 being the lowest and 10 being the best and most positive score to be given. Please include comments whenever possible.

## All Categories

**Points 1-10**

**1. To what degree was the overall objective of the category met?**

Every category should have a clear objective with a certain outcome in mind. Was this submission effective at reaching that objective?

\_\_\_\_\_

**2. To what degree was the advertisement effective for driving sales and traffic?**

Did the ad increase web site traffic, phone calls, walk-in traffic, or leads?  
Was the increased traffic beneficial to sales?

\_\_\_\_\_  
(marketing only)

**3. To what degree was the complexity of designed finishings met?**

Moldings, built-ins, etc.?

\_\_\_\_\_  
(space design only)

**4. Is there evidence of superior creativity and appeal?**

Did the entry think outside the box?  
Are the use of color, copy, layout different than the status-quo ad?  
If a design entry, is there a WOW factor with the before and after design?  
Were creative colors, textures, fabrics, wallpaper, etc. used?

\_\_\_\_\_

**5. Is there a lasting or memorable impression of the ad of designed space?**

Is the project/ad/communication ad effective in grabbing attention and conveying the marketing message via the words, artwork, layout?  
Is the finished space effective in grabbing the attention of others?

\_\_\_\_\_

**Total Points (max 40)**

--

**Notes:**