

STSC 2020 JUDGING CRITERIA

All entries will be evaluated using the following scoring and criteria.

The Marketing Strategy (10 points)

There is a clear, cohesive plan that presents a compelling answer to the question “What unique value are you looking to communicate through your content and how will the team grow engagement?”. The following are true for the strongest marketing strategies:

- The prospect is compelled by your communication – the team has identified a very significant “need”, “want” or “should” that the prospect has.
- The team has a clearly defined goal to create awareness about the brand/product.
- The team has developed an interesting hook(s) to grab the prospect’s attention.
- The team has a defined plan for what messages are needed.
- The team has a defined plan for who the messages will go to.
- The team has a defined plan for which social media channels/digital platforms it will use to deliver content and why they are chosen.
- There is a timeline for execution.

The Content (10 points)

The content is high-quality content that your audience wants to engage with. Content is what makes the medium social. The following is true for the strongest content:

- New content is delivered on a regular basis.
- Your content is unique, visually pleasing, and relevant.
- Your content is fresh, creative, entertaining, and informative and hooks your audience.
- Your content messaging is clear and relevant.
- You have provided creative prompts for you audience to engage, comment, share.
- Your message is attractive to your target audience.
- Your message makes people feel connected.
- Your message is authentic and inspires people to act.
- Your audience is entertained.

The Marketing Campaign (Content Distribution) (10 points)

“Who” you are targeting is clear as is the reason for the variety of social media channels and digital platforms used to reach them. Why the prospects should take action. The following are true of the strongest ideas:

- You have clearly articulated who you want to reach.
- You have provided evidence why this demographic would have a potential interest in the brand/product.
- Your content is distributed on a regular basis.
- Your content is delivered through a variety of popular channels and digital platforms that are relevant to your goals and target market.
- You have leveraged influences.
- Content is connected or linked to other interesting content.
- The community beyond your own personal networks and University is engaged with your social media content.

The Metrics (10 points)

Your team has analysed the comparative metrics and has assessed the success of your social media/digital marketing campaign. The following is true of a successful campaign:

- Reach: Measures how far your message is spreading and how many people you have impacted with your social media campaign.
 - Initial findings are captured to set a baseline for future measurement.
 - There is a demonstrated increase in the number of connections, followers, likes, subscribers, visitors.
- Engagement: Measures how many people care enough about your messages to interact with them.
 - Initial findings are captured to set a baseline for future measurement.
 - There is a demonstrated increase in the number of clicks or links in your social media posts.
 - There is a demonstrated increase in the number of retweets, mentions and direct messages.
 - There is a demonstrated increase in shares, comments and replies.
 - There is a demonstrated increase in ratings on YouTube videos.
 - There is a demonstrated increase in comments on blogs.
- Conversion: Measures how many people took action because of your social media/digital marketing campaign.

- There is demonstrated increase in sales.
- There is demonstrated increase in ratings of service provided to customers.
- There is demonstrated increase in comments and feedbacks from customers.
- There is demonstrated increase in repeated sales, up-selling, cross-selling.
- Data Reporting: The following is true of the strongest data reporting.
 - Summarised data is presented visually in clear, understandable manner, simple charts and/or graphs.
 - Summarised data is supported with accurate raw data: screenshots/snapshots or analytical tools.

Overall Creativeness (10 points)

This team and their social media/digital marketing campaign have a strong chance for success. The following are true of ideas with the strongest chance for success.

- The team presented their marketing project in an appealing, interesting, fun and captivating way.
- Have addressed key success factors: Clearly engages the audience and builds connections.
- Is successful: It produced results, met or exceeded the planned expectations, met the planned budget, executed in a timely manner.
- Is professional: Team is capable, cohesive, knowledgeable and confident.
- All team members contributed evenly to the effort.

Professionalism (10 points)

- Satisfies all ethical requirements and presents as a high-quality written content (no spelling/grammar errors, appropriate use of headings, tables/charts/figures and formatting to facilitate reader's understanding).
- Written proposal/report satisfies all requirements and presents as a high-quality written document (no spelling/grammar errors, appropriate use of headings, tables/charts/figures and formatting to facilitate judges' understanding and readability).

Numbers (Reach, Engagement and Conversion) (40 points)

In any successful campaign/project, the end result tells the difference. The following is true of measuring how successful it is.

- Numbers of reach * 1 multiplier
- Numbers of engagement * 2 multiplier

- Numbers of conversion * 3 multiplier

All entries must be submitted for judging exactly as implemented and may not be modified after submission. Entries that are not originally in English may be translated as long as the presentation is the same as the original version.

Entrants are required to answer all questions as required in the judging criteria. Please be specific and as concise as possible.

When providing results, hard numbers and context will have a great impact on how your entry is judged. Judges are reviewing a variety of cases. Providing context for your marketplace is helpful so they can understand just how challenging your situation was.

Any material submitted in the course of entering the awards becomes the property of Softnaps Sdn Bhd and cannot be returned. Work submitted must be original or you must have received rights to submit it. Each entrant hereby grants to Softnaps Sdn Bhd a non-exclusive, right and license to:

- Publicity Purposes
 - Reproduce and display all campaign materials submitted – for education and publicity purposes – including creative materials, case summaries, and statements of effectiveness.
 - Reproduce and publish all campaign materials submitted in the website, and partner websites as approved by Softnaps Sdn Bhd.

Each entrant confirms to the Organisers that they have the legal right to enter the competition on the terms of these entry rules. Each entrant indemnifies the Organisers against all liability to any other person, firm or company and all loss arising from a breach by the entrant of any of these entry rules.

Each entrant accepts full responsibility for the quality of entries and discharges the Organisers from any responsibility in respect of third parties. All entrants will strictly observe the entry rules. Completion and submission of entries will imply full acceptance by each entrant of the entry rules. Non-compliance with any of the entry rules will result in automatic disqualification of the entry. The decisions of the Organisers in all matters relating to the competition shall be final and binding.