

REVIEW CRITERIA

These items should be taken into consideration while deciding your score. All scores are due no later than **June 17, 2019.**

1. The methodology and astuteness of the insight (was the insight truly driven by data, analytics or research?)
2. The strength of the creative idea, including, originality, engagement and communication of the insight (did the creative exemplify or showcase the insight?)
3. The resulting performance (was the campaign successful? Do they have true metrics to measure the ROI, such as sales lift or brand awareness?)
 - Note that ROI is measured differently per campaign and per the brand's objective – a trade association and CPG company, while entering in the same category, will have different goals. Keep this in mind.
4. The ad campaign must have taken place over the past two calendar years – January 2017-December 2018.
 - Note that this relates specifically to an ad AIRING in this time period – results and research may have taken place before or after these calendar years.
5. Remember that we are looking for insights that led to success within a specific advertising campaign. If there is no specific campaign affiliated with the entry, it is not eligible for an ARF David Ogilvy Award.

Additional tips

- Entries should be scored based on the quality of the campaign and criteria above, NOT comparatively to the number of entries within that category (for example, if only two entries are sent in to the AUTOMOTIVE category, they do not automatically receive a gold and a silver).
- Please indicate if you feel an entry would be a better fit in another category. No entry should receive disqualification or lower ratings based on their category choice.