

Marketing Award of Excellence

Judging Rubric

Purpose:

The Marketing Award of Excellence recognizes a Barrhaven BIA member business that has demonstrated exceptional marketing at a local level through strategic planning, creativity, strong brand execution, and measurable business results.

Scoring Scale

SCORE	DESCRIPTION
5 - Exceptional	Outstanding performance that significantly exceeds expectations and demonstrates best practices
4 - Strong	Above-average performance with clear strengths and strong execution
3 - Good	Meets expectations with effective marketing and demonstrated success
2 - Developing	Some positive elements, but limited strategy, execution, or measurable results.
1 - Limited	Minimal evidence provided or does not meet the award criteria

Judging Summary/Score Sheet

Criteria	Weight	Score (1-5)	Weighted Score
Marketing Strategy	25%		X 5 =
Creativity & Innovation	20%		X 4 =
Brand Consistency & Execution	20%		X 4 =
Measurable Results	25%		X 5 =
Community Impact	10%		X 2 =
TOTAL			/100

Scoring Guide

MARKETING STRATEGY (25%)

Evaluates how well the business planned and executed its marketing efforts.

Consider:

- Clear marketing objectives
- Understanding of target audience
- Strategic use of marketing channels
- Alignment with overall business goals

SCORE	DESCRIPTION
5	Comprehensive strategy with clearly defined objectives, audience, and integrated marketing plan that strongly supports business growth
4	Well-developed strategy with clear goals and effective execution
3	Marketing approach is organized and effective but lacks depth or long-term planning
2	Limited strategy with inconsistent planning or unclear objectives
1	Little or no evidence of a marketing strategy

CREATIVITY & INNOVATION (20%)

Evaluates originality and innovative thinking.

Consider:

- Creative campaigns
- Original Content
- Effective Storytelling
- Innovative use of marketing tools or technology
- Ability to differentiate from competitors

SCORE	DESCRIPTION
5	Highly original and innovative marketing that distinguishes the business and creates memorable customer experiences
4	Creative campaigns with several innovative elements
3	Good creativity with some unique aspects
2	Limited creativity or relies primarily on conventional marketing
1	Minimal evidence of originality or innovation

BRAND CONSISTENCY & EXECUTION (20%)

Evaluates how consistently the business presents its brand.

Consider:

- Visual identity
- Messaging
- Professional quality
- Consistency across platforms
- Customer experience

SCORE	DESCRIPTION
5	Exceptional brand consistency across all marketing channels with polished, professional execution.
4	Strong and consistent branding throughout marketing efforts.
3	Generally consistent branding with minor inconsistencies.

2	Brand identity lacks consistency or professionalism
1	Branding is inconsistent or unclear

MEASURABLE RESULTS (25%)

Evaluates the effectiveness of marketing initiatives.

Consider:

- Sales growth
- Customer acquisition
- Website traffic
- Social media engagement
- Event participation
- Return on investment
- Other measurable outcomes

SCORE	DESCRIPTION
5	Strong evidence of exceptional, measurable business impact supported by clear data and results
4	Significant measurable success with good supporting evidence
3	Positive outcomes demonstrated with some supporting metrics
2	Limited measurable results or insufficient supporting evidence
1	Little or no measurable impact demonstrated

COMMUNITY IMPACT (10%)

Evaluates how marketing supports the Barrhaven community.

Consider:

- Promotion of Barrhaven
- Collaboration with other businesses
- Community engagement
- Support for local events or initiatives
- Positive contribution to the local economy

SCORE	DESCRIPTION
5	Marketing consistently strengthens the Barrhaven business community and demonstrates outstanding local leadership
4	Strong community engagement with meaningful local impact
3	Positive community involvement through marketing initiatives
2	Limited community impact
1	No demonstrated community contribution

JUDGE COMMENTS

Comments