

Ohio Beef Youth Council

BEEF Marketing Challenge Judging Rubric (100 Points)

Criteria	Outstanding	Strong	Developing	Needs Improvement	Score
Marketing Effectiveness (20 pts)	18–20 — Advertisement immediately captures attention and is highly memorable and persuasive. Demonstrates a strong marketing strategy with a clear purpose and compelling call to action. Effectively encourages the audience to purchase, use, or learn more about beef.	15–17 — Advertisement is engaging and demonstrates a clear marketing strategy. Purpose and call to action are evident and would likely encourage audience interest in beef.	10–14 — Communicates a marketing message but may lack a strong strategy, memorable element, persuasive approach, or clear call to action.	0–9 — Lacks a clear marketing strategy or purpose. Does little to capture attention or encourage audience interest in beef.	____ /20
Creativity & Originality (15 pts)	14–15 — Highly original concept demonstrating exceptional creativity and independent thought. Creative use of slogans, wording, graphics, artwork, or other design elements strengthens the advertisement.	11–13 — Creative concept with several original elements. Shows strong thought and effort in developing the advertisement.	7–10 — Some creativity is demonstrated, but the concept or design relies on common or predictable ideas.	0–6 — Limited creativity or originality. Concept appears incomplete or lacks individual thought.	____ /15
Message Clarity (15 pts)	14–15 — Main message is immediately clear, concise, organized, and easy to understand. Headline, supporting information, and call to action work together to communicate one strong message.	11–13 — Message is clear and organized with only minor areas that could be simplified or strengthened.	7–10 — Main idea can be understood, but wording, organization, or competing information may cause confusion.	0–6 — Message is unclear, difficult to follow, or lacks a clear purpose.	____ /15
Visual Appeal & Design (15 pts)	14–15 — Highly attractive, polished, and professional.	11–13 — Visually appealing and organized. Design	7–10 — Design is generally appropriate but may appear	0–6 — Design is distracting, difficult to	____ /15

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	Excellent balance of text, graphics, fonts, colors, and spacing. Design intentionally strengthens the marketing message.	elements work well together with only minor areas for improvement.	cluttered, unbalanced, inconsistent, or lack visual impact.	read, poorly organized, or appears unfinished.	
Accuracy of Beef Information (10 pts)	9–10 — Beef-related information is factual, accurate, responsible, and appropriately represents beef and the beef industry. Claims are supported by reputable information when applicable.	7–8 — Information is accurate overall with only minor wording or context concerns.	4–6 — Most information is accurate, but some statements lack context, support, or could potentially be misleading.	0–3 — Contains significant factual errors, unsupported claims, or inaccurate/misleading representations of beef or the beef industry.	____ /10
Target Audience (10 pts)	9–10 — Target audience is clearly identified and the advertisement is intentionally designed for that audience. Language, imagery, message, and call to action are exceptionally well suited to the selected consumer.	7–8 — Advertisement is clearly appropriate for the intended audience with good use of language, imagery, and messaging.	4–6 — Some elements fit the intended audience, but the advertisement is not consistently tailored to them.	0–3 — Target audience is unclear or the wording, imagery, message, or approach is not appropriate for the selected audience.	____ /10
Short Marketing Summary & Strategy (10 pts)	9–10 — Summary clearly explains the target audience, marketing goal, design choices, and desired consumer response. Demonstrates thoughtful reasoning and a strong understanding of how the advertisement's elements	7–8 — Summary clearly addresses the required components and demonstrates good reasoning behind most marketing and design decisions.	4–6 — Summary addresses some required components but explanations are basic, incomplete, or provide limited reasoning behind marketing decisions.	0–3 — Summary is incomplete, unclear, or does not adequately explain the participant's audience, goal, design decisions, or marketing strategy.	____ /10

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	work together as a marketing strategy.				
Grammar, Spelling & Professionalism (5 pts)	5 — Virtually free of spelling and grammatical errors. Advertisement and summary are polished, professional, and easy to read.	4 — Minor errors are present but do not distract from the overall presentation.	2-3 — Several errors or presentation issues somewhat distract from the message.	0-1 — Frequent errors, poor readability, or unfinished presentation significantly distract from the entry.	____ / 5

Total Score: ____ / 100

Judge Comments

Strengths:

Suggestions for Improvement: