

Categories:

- Best Use of Humor
- Best Use of a Promotional Item
- Branding/New Logo/Etc.
- Economic Development
- Government Service Delivery/Community Issue
- Marketing Event

Questions:

- Rate the overall quality of the plan, strategy, and tools used.
- How innovative was the marketing? Was the message clear?
- How effective/thorough was the implementation? Were all goals and objectives met?
- Was campaign/outreach effective for the target audience?
- To what degree were measurable results proven?
- Did the plan/tool leave a long-term value/benefit to the jurisdiction?
- How cost effective was the plan/tool or did it provide a good return on investment?
- Rate your overall impression of effectiveness.