

### Evaluation form- ad agency presentation

Name of the Agency:

Time of presentation:

S. No	Criteria	Max score	Actual score
1	Campaign concept	10	
2	Campaign approach/Innovativeness	10	
3	Correctness in message/clarity in content	10	
4	Creativity	10	
5	Graphics/ illustration/photos/colours used	10	
6	Variety of interventions	10	
7	Appropriateness with the Target Group	10	
Total		70	

**\* Max. 10 marks per criteria**

Remarks:

**Signature of technical committee members**