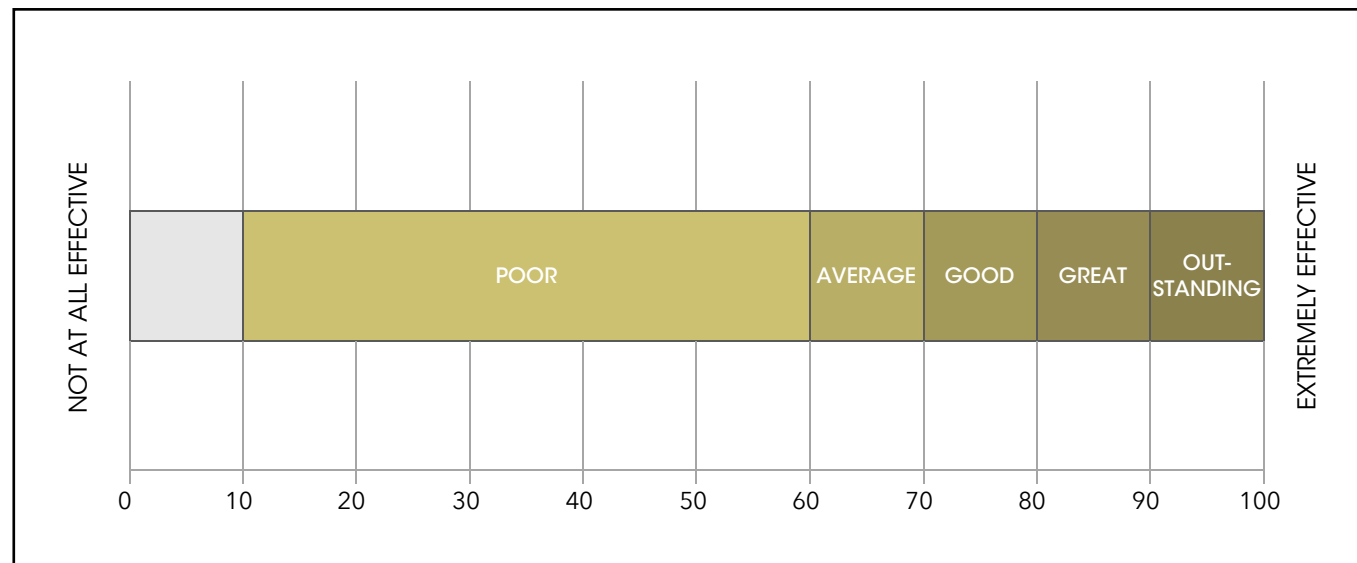


APAC EFFIE 2020 SCORING SCALE

Use the **10-100** scale to score the effectiveness of the case on each of the four score criteria.



In each scoring section, provide a score of 10-100 (whole numbers only).

Each section will be weighted to derive at your total score for the Entry.

Strategic Challenge + Objectives = 23.33%

Idea = 23.33%

Bringing the Idea to Life = 23.33%

Results = 30%