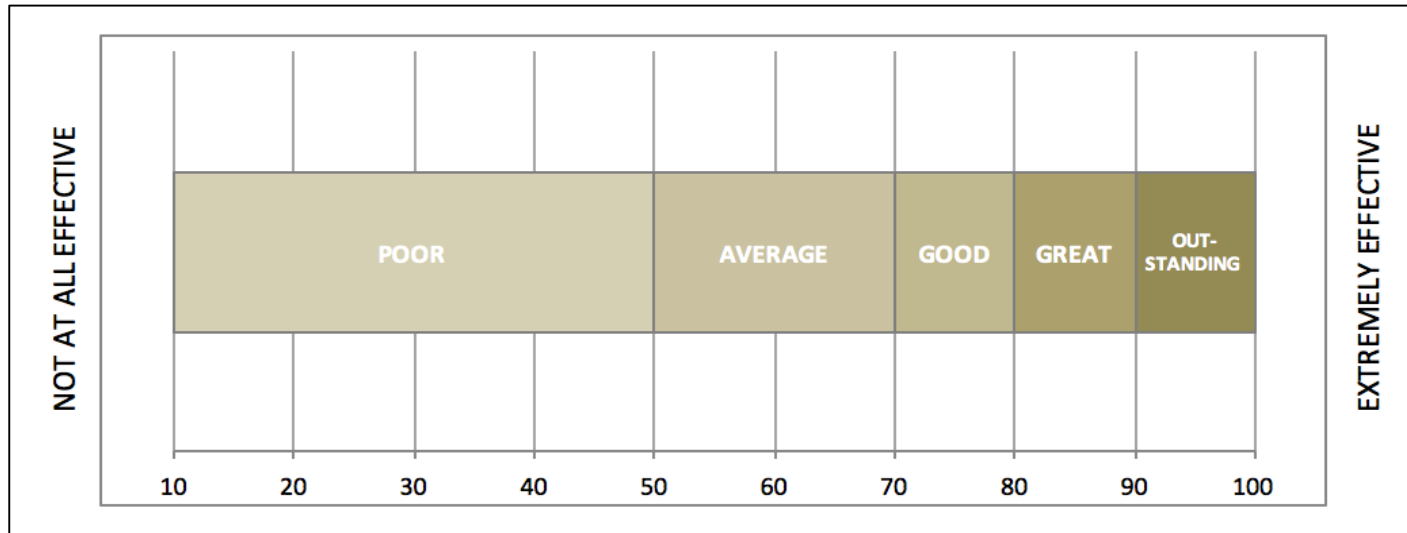


APAC Effie Scoring Scale

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%