

UBC IMPRINT x L'Oréal Canada
Beginners Case Competition
2026 Grading Rubric

Your assessments on the following criteria may be based on any information provided to you by this team in its written plan, formal presentation, and/or responses to your questions.

Criteria	Guiding Questions	Score
Objective Identification and Understanding	<ul style="list-style-type: none"> • Clearly identifies the key issues and root causes of the case • Demonstrates a thorough understanding of the context and challenges • Articulates the objective logically and concisely, setting a strong foundation for the proposed campaign/strategy 	1 2 3 4 5 6 7 8 9 10
Analysis and Use of Data	<ul style="list-style-type: none"> • Provides a well-reasoned analysis supported by relevant data • Clearly differentiate CeraVe's value proposition from competitors • Shows a strong ability to extract insights from data and connect them to the case problem 	1 2 3 4 5 6 7 8 9 10
Solution Viability and Creativity	<ul style="list-style-type: none"> • Proposes a marketing strategy that is innovative, realistic, and actionable • Addresses key questions: tone, channels, creative elements, partnerships, and alignment with CeraVe's brand positioning • Justifies solutions with evidence, practicality, and consideration of potential risks or challenges 	1 2 3 4 5 6 7 8 9 10
Presentation Quality	<ul style="list-style-type: none"> • Delivers a clear, polished, and professional presentation with a logical flow and strong storytelling • Engages the audience effectively, using strong verbal and non-verbal communication • Visual aids (e.g., slides) are clean, visually appealing, and enhance the message 	1 2 3 4 5 6 7 8 9 10
Q&A and Defense of Ideas	<ul style="list-style-type: none"> • Handles questions confidently and provides thoughtful, well-supported responses • Demonstrates a deep understanding of the case and defends ideas with clarity and evidence • Adapts flexibly to challenges or critiques raised during the Q&A session 	1 2 3 4 5 6 7 8 9 10