

✓ Evaluation rubric: Campaign strategy review

Criterion	2 points – Excellent	1 point – Acceptable	0 points – Weak / Missing
1. Campaign Goal	Clear, specific, and linked to a real marketing objective (e.g. “increase sales”)	A goal is stated, but it is vague or general	No goal, or an unsuitable one (e.g. “make it interesting”)
2. Target Audience	Well-defined, realistic audience, logically linked to platform and content	Broadly described audience, partially relevant	The audience is unclear or illogical
3. Platform(s)	Platform is suitable for both audience and goal (e.g. TikTok for Gen Z)	Platform is logical, but not the most suitable	Content format does not match platform/audience, or is missing
4. Content Type & Posting Plan	Content format is appropriate, clearly described, with a realistic posting schedule (e.g. 3 videos per week)	Content format is suitable, but schedule is vague or missing	Metrics are missing or inappropriate (e.g. “go viral”)

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5. KPIs (metrics)	Up to 3 realistic success metrics chosen (e.g. clicks, views)	Metrics are listed, but are unclear or too many/few	Metrics are missing or inappropriate (e.g. “go viral”)

🚩 Total Score:

- 8–10 ✅ The campaign is convincing and approved!
- 6–7 🟡 Approved with comments / encourage brief feedback
- 0–5 ❌ Not approved – suggest they revise and improve the plan (if time allows)

Maximum points: 10

Minimum passing score: 6 points



Additional tips for Game master:

1. Instead of just filling out the form, encourage participants to:

Briefly present their campaign (like in a business meeting)

Justify their choice: “We chose TikTok because...”

This also allows nonverbal skills to come into play (communication, confidence)

📌 If they have concerns, they can just read their plan out loud.

2. Watch for:

Evidence for thought (“We connected this to the Phase A analysis”).

Logical connections (“Gen Z → TikTok → influencer”).

Originality (fresh ideas, even imperfect ones).

3. If a team gets a low score (e.g. 4–5 points):

Give them constructive feedback

Ask: “What would you change?”

Allow them to edit the plan and “try again” (second version).

🎁 This increases engagement and learning through correction.

4. Brief reflection:

“What was the most difficult thing for you in creating the campaign?”

“If you were doing it for a real brand, what would you do differently?”

📌 You can use stickers, quick polls, or just a verbal discussion.