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Your ACE C&A Critique

March 24, 2013 3:27 PM

Dear Pamela,

I am pleased to inform you that your C&A entry "Don't Be Gross" (2013-0591) has been critiqued, though it didn't receive an award this year in Class 35b - Marketing communications campaign with budget of \$1000 or above.

Reviewer comments are below. Please contact me at becky.koch@ndsu.edu if you have questions. Thank you for submitting your work to ACE C&A.

Best regards,

Holly Young, ACE Interim Executive Director, and Becky Koch, ACE President-elect

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REVIEWER COMMENTS:
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Reviewer #1:

1. Judge:

Kyle Niederpruem

2. Integrated strategic plan

Score: (Possible 25)

25 - (assuming with a school partner this is how information was disseminated - as usually school computer labs prohibit access sometimes without express permission - especially to personal social media pages)

3. Development and execution:

Score: (Possible 50)

50 - (good use of targeted materials to this age group though would have liked to have seen an adult component for parents)

4. Impact

Score: (Possible 25)

NA - (no data provided to analyze this project - web analytics, use of social media, etc./should have been included in this entry)

5. Total Score: (100 possible, no ties)

75

6. Award: (gold, silver, bronze {no ties} or honorable mention)

None

7. Judge's comments:

See judge's comments in score sections