

Average Score
18

RESEARCH - comments

Scores for RESEARCH - comments

Very good. When a company has little to no ownership of a social media presence, it doesn't mean they aren't in social media. Generally speaking, customers are left to tell their story. It would have been interesting to research showing what customers or others were already saying about MBT. If positive, how could that have been leveraged in your campaign, and if negative, how could it have been managed?

Very well done research. I love that they used a SWOT analysis and also that they provided facts and numbers.

Great research!

STUDENT PLANNING CAMPAIGN

Average Score
26.33

PLANNING - comments

Scores for PLANNING - comments

Your budget described was very limited. While you're donating your time as students, there is still a real world value to the time and effort you took to develop and create the posts before they could be boosted. Video equipment, editing time, travel for b-roll day, etc. are all cost measures that a PR agency would need to capture and recoup. For future entries, consider providing the "valued at" costs on donated/comped services to capture a comprehensive budget.

Great planning with clear cut goals. I like that the goals were measurable. They were lofty goals but I like the momentum behind them set by the team.

Great job! Possibly could have reached a little further into researching potential clients, who they are, what they do for fun, where they live, etc to better target! Possibly could've planned a giveaway of some sort to help increase social media engagement?

STUDENT IMPLEMENTATION CAMPAIGN

Average Score

17.67

IMPLEMENTATION - comments

Scores for IMPLEMENTATION - comments



Well executed!

Fantastic implementation by this team. Their ideas were original and extremely well done. This team is truly going places in the future! I am blown away.

Since you have a #TeamMember Tuesday it might be nice to interview happy customers on #ThankfulThursday. I love that you highlighted customer testimonials! #WeCareWednesday: Would be great to have photos of team members actually out and serving in the community!

STUDENT EVALUATION CAMPAIGN

Average Score

19

Scores for EVALUATION - comments



Nicely managed issues of additional agency and poor performing content.

Fantastic job. I couldn't have done it any better. I think they received strong engagement and overcame some obstacles along the way. This was an excellent project that provided them with real world experience.

Wonderful job tracking the success of the campaign. I do not have any comments on how to improve.

STUDENT CREATIVITY CAMPAIGN

Average Score

9

CREATIVITY - comments

Scores for CREATIVITY - comments



Smart use of employees and humanizing the car buying experience.

Highly creative project!

No comments on how to improve creativity! Everything is very clean and consistent!
Well done!

OVERALL COMMENTS (T1/2/3/S)

Scores for OVERALL COMMENTS (T1/2/3/S)



This entry blew me away. These students did a fantastic job and showed their work in a clear and concise manner. Their goals were measurable and attainable and they might have a full time job with the dealership upon graduation. I think they did a great job and hope they are winners in my book!

Average Total Score

90.00