

Applicant: _____

App. Date: _____

Rubric: Branding Iron Award

Purpose: To honor and recognize the inspiring and creative marketing work of academic, school, public, and special libraries in five categories.

Requirements & Demographic Information:

1. Did this event occur within the last two years?

- Yes
- No

3. Library Type?

- Academic
- Public
- School
- Special

4. Service Area Size

- School Library in a district with less than 65,000 students enrolled
- Public, Academic, or Special Library that has a legal service area population below 25,000 people

2. TLA District? _____

1) Clarity						
Was the plan of action that was designed to promote the event, program, etc. clearly outlined? Did the entry clearly define the objectives that were hoped to be achieved by the marketing?						
0 Points	1 Point	2 Points	3 Points	4 Points	5 Points	Score
<ul style="list-style-type: none"> • Entry’s plan of action for promoting the event, program, etc. provides no outline • Entry does not define the objectives that were hoped to be achieved by the marketing 	<ul style="list-style-type: none"> • Entry’s plan of action for promoting the event, program, etc. provides an insufficiently clear outline • Entry provides an insufficiently clear definition the objectives that were hoped to be achieved by the marketing 	<ul style="list-style-type: none"> • Entry’s plan of action for promoting the event, program, etc. provides a somewhat clear outline • Entry provides a somewhat clear definition the objectives that were hoped to be achieved by the marketing 	<ul style="list-style-type: none"> • Entry’s plan of action for promoting the event, program, etc. provides a sufficiently clear outline • Entry provides a sufficiently clear definition the objectives that were hoped to be achieved by the marketing 	<ul style="list-style-type: none"> • Entry’s plan of action for promoting the event, program, etc. provides a clear and detailed outline • Entry provides a clear and detailed definition the objectives that were hoped to be achieved by the marketing 	<ul style="list-style-type: none"> • Entry’s plan of action for promoting the event, program, etc. provides a clear and thorough outline • Entry provides a clear and thorough definition the objectives that were hoped to be achieved by the marketing 	

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2) Creativity Was the marketing piece or marketing campaign creative or unique? Was it something that was new or unusual or did it give a new twist to something that has been done before?						
0 Points	1 Point	2 Points	3 Points	4 Points	5 Points	Score
<ul style="list-style-type: none"> The marketing piece or marketing campaign is ordinary or common It offers nothing unusual, no creativity, no innovation, or a new twist on something that has been done before 	<ul style="list-style-type: none"> The marketing piece or marketing campaign is insufficiently creative or unique It offers very little that is unusual as well as minimal creativity, innovation, or a new twist on something that has been done before 	<ul style="list-style-type: none"> The marketing piece or marketing campaign is somewhat creative or unique It offers some features that are unusual as well as limited creativity, innovation, or a new twist on something that has been done before 	<ul style="list-style-type: none"> The marketing piece or marketing campaign is sufficiently creative or unique It offers enough features that are unusual as well as adequate creativity, innovation, or a new twist on something that has been done 	<ul style="list-style-type: none"> The marketing piece or marketing campaign is fully creative or unique It offers plenty features that are unusual as well as well detailed creativity, innovation, or a new twist on something that has been done 	<ul style="list-style-type: none"> The marketing piece or marketing campaign is thoroughly creative or unique It offers extensive features that are unusual as well as thoroughly detailed creativity, innovation, or a new twist on something that has been done 	

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3) <i>Efficacy</i>						
Did the applicant provide results and metrics? How well did the marketing perform considering the size of the intended audience? How effective was the marketing?						
0 Points	1 Point	2 Points	3 Points	4 Points	5 Points	Score
<ul style="list-style-type: none"> Entry provides no results or metrics The marketing yielded no results considering the size of the intended audience The marketing was completely ineffective 	<ul style="list-style-type: none"> Entry provides minimal results or metrics The marketing yielded very little results considering the size of the intended audience The marketing was insufficiently effective 	<ul style="list-style-type: none"> Entry provides limited results or metrics The marketing yielded limited results considering the size of the intended audience The marketing was partially effective 	<ul style="list-style-type: none"> Entry provides adequate results or metrics The marketing yielded some results considering the size of the intended audience The marketing was somewhat effective 	<ul style="list-style-type: none"> Entry provides detailed results or metrics The marketing yielded full results considering the size of the intended audience The marketing was fully effective 	<ul style="list-style-type: none"> Entry provides extensive results or metrics The marketing yielded impressive results considering the size of the intended audience The marketing was thoroughly effective 	
Scoring						
<ul style="list-style-type: none"> 15-14 = A 13-12 = B 11-10 = C 						
					Total:	● ____/15