

Grading Rubric Communication Audit & Creative Brief

Your agency will complete research that will lead to **one clear message** for your campaign. You will conduct a communication audit of the existing communications utilized by your nonprofit. This communication audit will help you identify what the nonprofit is/should be communicating and how effective their past communications have been. Your communication audit will then lead to the creative brief (images, sounds, headlines, slogans, etc.) that you will use throughout your campaign.

Step 1: Look at both internal and external communications. Include everything from standard identity pieces (business cards, letterhead, logo, signage) to promotional materials to news coverage received. Don't forget to analyze the website and other online marketing materials.

Step 2: Use your communication audit as the starting point for the communications plan for your nonprofit. Based on your findings, what would you recommend to your nonprofit for future communications?

Objective/Criteria	Exceptional All required items are present and exceptionally completed.	Satisfactory The work has a few errors and may be missing some of the subtleties of the assignment.	Adequate A number of the components are superficially completed.	Needs Improvement Failed to comprehend and apply materials or follow directions.	Deficient Did not complete at least 50% of the assignment competently.
1. How did the nonprofit inform the public about their business? What worked? What didn't?	3.0	2.6	2.3	2.1	1.7-0
2. Were the graphics coordinated and consistent?	3.0	2.6	2.3	2.1	1.7-0
3. Who were the key audiences?	3.0	2.6	2.3	2.1	1.7-0
4. What were the key messages?	3.0	2.6	2.3	2.1	1.7-0
5. Did the nonprofit reach the key audiences with the right messages?	5.0	4.4	3.9	3.4	2.9-0
6. What media coverage did the nonprofit receive? Was it effective? What was the tone and impact? Are their key messages being promoted? What media opportunities did they miss?	3.0	2.6	2.3	2.1	1.7-0
7. Did the nonprofit successfully tell their story in their communications?	3.0	2.6	2.3	2.1	1.7-0
8. Analyze each communication piece. Create a list of what worked and what didn't.	3.0	2.6	2.3	2.1	1.7-0
9. Look at audience comments (online and verbally given to nonprofit). "A complaint is a gift" What does the community know and perceive about the nonprofit?	3.0	2.6	2.3	2.1	1.7-0
10. Ask internal audiences (staff, volunteers) what future communications they think could help the nonprofit.	3.0	2.6	2.3	2.1	1.7-0
11. Creative Brief (one page) Based on what you have gathered in the Communication Audit what should your	12.0	10.7	9.5	8.3	7.1-0

campaign look, sound, feel like?

- Position Statement
- Communication Objectives
- Key execution details
- Media considerations
- Directions for the creative team
- Creative strategy
 - Ⓢ Slogan
 - Ⓢ Tagline
 - Ⓢ Theme
 - Ⓢ Spokesperson
 - Ⓢ Messages
- Structure
 - Ⓢ Content
 - Ⓢ Elements
 - Ⓢ Nonverbal
 - Ⓢ Visual

12. Format/Professionalism 3.0 2.6 2.3 2.1 1.7-0

- Overall design;
- 5 pages, single spaced;
- Page numbers (except on cover);
- Consistent headings and pagination;
- Cover with headline.

13. Manship Essentials and AP Style 3.0 2.6 2.3 2.1 1.7-0

- Style and content are appropriate for the target public(s).
- Sentence structure.
- Spelling and punctuation.
- Accuracy.
- Writing is interesting and informative.
- Completeness: Reader is not left with any unanswered questions.
- Style and format are appropriate for the medium you are using.
- Content meets objectives.
- Structure is appropriate: introduction, organization, transitions.
- Grammar and syntax.

Total (out of 50 points possible)