

Judging is conducted by teams of marketing, advertising, communications, design and audio-visual professionals from outside and within the insurance industry. Volunteering as a judge at the IMCA is an excellent way to gain insight into marketing trends in the industry and gain in-depth access to some of the most innovative marketing campaigns in insurance.

### Criteria

Judging teams review all entries in each category and provide a score from 1-5 in four criteria. Those criteria are:

1. **Effectiveness:** How well does the entry accomplish the stated objectives?
2. **Audience focus:** Does it reflect the interest and needs of the audience and connect with them?
3. **Creative execution:** How well does the entry incorporate creative elements and concepts?
4. **Call to action:** How clear and compelling is the call to action?

### Scoring

The highest score possible for each entry is 20.

The following rating scale is used:

- Score of 4-5: Meets or achieves all desired objectives, solid or exemplary execution
- Score of 3: An average entry, satisfactory execution
- Score of 1-2: Below average entry, meets some or none of the desired objectives

In each category, there are three levels of awards: Gold, Silver, and Bronze.

- The first, second, and third highest scores will receive Gold, Silver, and Bronze awards, respectively.
- There will be only one Gold, Silver and Bronze award per category.
- To receive a Gold award, the entry must score at least 16.
- To receive a Silver award, the entry must score at least 13.
- To receive a Bronze award, the entry must score at least 10.
- If no entries meet the score thresholds, no awards will be given.

- If multiple entries receive the same score, and there is a tie for Gold, Silver, or Bronze, the judge will be asked to re-score the tied entries so there is only one winner for each award level.

Each Gold winner is considered for the **Best In Show** (formerly SAMMY) award, entries for which are judged by the IMCA CMO Council. There will be only one Best In Show award winner for the entire Showcase Awards.

### **Judging period**

IMCA Showcase judging will occur in April, and volunteer judges can expect to review around 8-12 submissions, depending on the number of submissions received. The average time commitment for judging is 5-7 hours.

### **How to become a judge**

We're always looking for judges! If you're ready to setup up to the challenge, please fill out our application.

If you are making a submission, you are still eligible to judge! Simply indicate in your application which categories you plan to make submissions to and we will ensure that you are not assigned to those categories.