Evaluation Rubric: edcom x Ad Net Zero Student Competition 2025
Reimagine the Future of Advertising – Sustainably.

Category	Criteria	Exceeds Expectations	Meets Expectations	Needs Improvement	Score (out of X)	Comments
Structure (15 marks)	**Logical flow, transitions**	☐ Ideas are well-organized; smooth transitions between points	☐ Most ideas follow logical order; transitions mostly effective	☐ Disorganized or unclear; transitions missing or confusing		
Science-based Content Accuracy & Depth (20 marks)	**Depth, accuracy, research, adherence to brief**	☐ Insightful, well-researched, in-depth content; clearly linked to the brief	☐ Adequate research and development; key info covered	☐ Incomplete or shallow; missing key info		
Science-based Message Clarity & Relevance (15 marks)	**Alignment with Ad Net Zero and 5-Actions**	☐ Message is crystal clear and highly relevant to Ad Net Zero framework	☐ Message is mostly clear and aligned with the framework	☐ Unclear message or weak connection to sustainability goals		
Creativity & Originality (20 marks)	**Innovation, imagination, engagement**	☐ Highly original and engaging concept; fresh approach	☐ Some creative elements; engaging overall	☐ Predictable or lacking creative direction		
Visual & Technical Quality (10 marks)	**Production value, visuals, sound**	☐ High-quality visuals and audio; polished editing	☐ Generally good quality with minor flaws	☐ Technical issues distract from message		
Vocal Delivery & Narration (10 marks)	**Clarity, tone, pacing, energy**	☐ Clear, confident, engaging delivery with good pacing and tone	☐ Understandable and appropriate delivery	☐ Difficult to hear, rushed, or flat delivery		
On-Screen Presence / Non-Verbal Communication (10 marks)	**(if applicable) Confidence, body language, eye contact**	☐ Confident presence; effective facial expressions and body language	☐ Moderate presence and expression	☐ Lacks energy or distracting non-verbal cues		

Final Score: _____ / 100