



## Assessment of Trade Display

Company Name: \_\_\_\_\_

JUDGING CRITERIA	Poor	Below Average	Average	Above Average	Superior	Score
<b>1. Creative &amp; Memorable</b> <ul style="list-style-type: none"> <li>Is the presentation eye-catching and memorable? Does it make an impact?</li> <li>Is it creative? Does it have a “wow” factor?</li> </ul>	1	1.5	2	2.5	3	
<b>2. Design</b> <ul style="list-style-type: none"> <li>Is it well thought out, not overcrowded or too sparse?</li> <li>It is plain or artistic?</li> <li>Are visuals appropriate and used well?</li> </ul>	1	1.5	2	2.5	3	
<b>3. Message</b> <ul style="list-style-type: none"> <li>Is the message clear and visible?</li> <li>Is product name, company name, key selling features, slogan, logo all highlighted?</li> </ul>	1	1.5	2	2.5	3	
<b>4. Target Audience</b> <ul style="list-style-type: none"> <li>Does the display identify with the target audience? Would the display appeal to this audience?</li> <li></li> </ul>	1	1.5	2	2.5	3	
<b>5. Sales Technique</b> <ul style="list-style-type: none"> <li>Are selling techniques in evidence, spruikers, demonstrations, technical experts on hand?</li> <li>Is there evidence of follow up or closing techniques, capturing names, taking orders and asking for sales?</li> </ul>	1	1.5	2	2.5	3	
<b>6. Promotions</b> <ul style="list-style-type: none"> <li>Are promotional materials available? eg brochures, handouts, business cards etc</li> </ul>	1	1.5	2	2.5	3	
<b>Raw Score</b>						<b>/33</b>