



December 14, 2018

Brilliance Advertising Agency

- The plan was very thorough, well thought out, and showed a solid understanding of our organization overall. It was evident that the group knew their material and had a clear grasp of how to research, build and execute a campaign. Most notable were the SWOT Analysis and the Creative Plan.
- I was disappointed with the numerous typos. Too many for a professional presentation that had six people as potential proof-readers. I loved the billboard concept and probably will use it in the future, but the word “disability” was misspelled.
- The reference to “Delmarva” throughout the plan did not accurately portray our geographic service area (Maryland’s Eastern Shore).
- There was a full-time position listed in the budget to handle social media, but the salary was not listed as an expense.
- 10 minutes was not enough time to do a comprehensive presentation/pitch, but I thought this group did a fine job given the time constraints. I especially appreciated the concept of “keeping it local” and “supporting the community by supporting UNA.”

Score – 8 (on a scale of 10)

Note to all: The best way to secure the business is to focus most of your time and energy on the content of your plan. Presentation **is** important, but won’t get you the job if your plan is not as good as the competition.

Note to all: Good public speaking comes from preparation, repetition and experience. Solid skills in this area will make a difference in your professional life regardless of where you end up.



December 14, 2018

Clout Advertising Agency

- The plan was very thorough, well thought out, and showed a solid understanding of our organization overall. It was evident that the group knew their material and had a clear grasp of how to research, build and execute a campaign. There was plenty of detail, but not to the point of overload. It was easy to read and understand and also did a nice job walking me through the steps from beginning to end.
- I especially appreciated the emphasis on updating and diversifying our social media, working with more traditional advertising platforms (newspaper & yellow pages), building partnerships with small businesses, and updating both the content and design of our website.
- This was the only group to understand that our geographic service area was Maryland's Eastern Shore, not Delmarva.
- 10 minutes was not enough time to do a comprehensive presentation/pitch, but I thought this group did a fine job given the time constraints.

Score – 8.5 (on a scale of 10)

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Sharma's Student Advertising Association

- The plan was very thorough, well thought out, and showed a solid understanding of our organization overall. It was evident that the group knew their material and had a clear grasp of how to research, build and execute a campaign. This plan had the most detail, delivered the strongest SWOT Analysis, and did a nice job of walking me through the plan from beginning to end.
- I especially appreciated the emphasis on creating an emotional connection with our audiences and on building partnerships with other organizations and businesses.
- The reference to "Delmarva" throughout the plan did not accurately portray our geographic service area (Maryland's Eastern Shore).
- Too many typos for a professional document.
- The following quote (top of pg 4) is not true and did not match the strategies you recommend in your plan: "With this granted amount, further fundraising is not directly needed."
- 10 minutes was not enough time to do a comprehensive presentation/pitch, but I thought this group did a fine job given the time constraints.

Score – 9 (on a scale of 10)

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December 14, 2018

KCH Advertising

- The plan was very thorough, well thought out, and showed a solid understanding of our organization overall. It was evident that the group knew their material and had a clear grasp of how to research, build and execute a campaign. This plan had the tremendous amount of detail, delivered a very strong SWOT Analysis, and did a nice job of walking me through the plan from beginning to end.
- I especially appreciated the diversity of their approach (NPR, postcards, etc.), focus on small businesses, tangible ideas for each social media platform, a give-away quiz at 3rd Friday, and their plan implementation lasted a full year. Plus, I believe they were the only group that actually did a pre-advertising survey.
- The references to “Delmarva” did not accurately portray our geographic service area (Maryland’s Eastern Shore).
- 10 minutes was not enough time to do a comprehensive presentation/pitch, but I thought this group did a fine job given the time constraints.

Score – 9.5 (on a scale of 10)

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Note to all: Good public speaking comes from preparation, repetition and experience. Solid skills in this area will make a difference in your professional life regardless of where you end up.