



**VIDEO CRITERIA**  
**FOR CATEGORIES #400,402-404, 631,633-635, 720-722,820-822,850-852**

**Please read the editorial profile for each entry before judging the entry.**

Score your responses on a scale of one to ten in which:

1=unacceptable  
7=above average

3=below average  
9=very good

5=average  
10=excellent

**Do not use 0. Use whole numbers only, no fractions, decimals, pluses or minuses.**  
**Place your single score for each entry in the "score" box on your judging form.**  
**EDITORIAL AND DESIGN JUDGES, CHOOSE WHAT CRITERIA APPLIES TO YOU**  
**AND SCORE ACCORDINGLY.**

**400,402 BEST VIDEO CHANNEL**

- 631,633, 720, 820, 850
- Does the video content align to the brand, website or mobile platform vision AND enhance the content's value?
  - Is the video of good quality, with appropriate graphics, and narrative?
  - Is the content appropriate to the audience? Is the video content clearly focused?
  - If an interview, do questions proceed clearly and logically?
  - Is there a call to action, conclusion or referral to sister brand in video?
  - Is the host (narrator) skillful at weaving interviews and content together for a cohesive presentation?
  - How many shares, views & likes did the video receive?

**403, 634 BEST USE OF VIDEO SHORT FORM**

- 721,821,851
- Is the video creative yet editorially aligned? Does it entertain?
  - Is this quality filmmaking-sound, visuals, narrator, content?
  - Do the graphics and image align with the content and video brand?
  - Is the story enhanced by use of video vs text format?
  - Is there a call to action, conclusion or referral to sister brand in video?
- NOTE: Entry must be less than five minutes in length and not user generated.*

**404, 635 BEST USE OF VIDEO LONG FORM**

- 722, 822, 852
- Is the video creative yet editorially aligned? Does it entertain?
  - Is this quality filmmaking-sound, visuals, narrator, content?
  - Do the graphics and image align with the content and video brand?
  - Is the story enhanced by use of video? Length of video?
  - Is there a call to action, conclusion or referral to sister brand in video?
- NOTE: Entry must be 5 to 30 minutes in length and not user generated.*