

The logo for the DIRECT EFFECT Innovation Challenge. It features the words "DIRECT" and "EFFECT" in a large, bold, white sans-serif font, stacked vertically. A small "TM" trademark symbol is positioned to the upper right of "DIRECT". Below the text are five small white dots, followed by the words "Innovation Challenge" in a smaller, white sans-serif font. The entire logo is centered on a blue background with a pattern of small, multi-colored dots in shades of blue, green, yellow, and red.

DIRECTTM EFFECT

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Innovation Challenge

Judging Score Sheet

Judge's Name:

School/Team Name:

Challenge Addressed:

Answers the business need presented:

1 2 3 4 5 6 7

Usage of "Innovation components":

1 2 3 4 5 6 7

Channel selection and integration:

1 2 3 4 5 6 7

Creativity of mail piece:

1 2 3 4 5 6 7

Use of design-thinking / creativity of overall pitch:

1 2 3 4 5 6 7