

CATALOGUE EVALUATION FORM
Australian Catalogue Awards

Company:

Catalogue Title:

Category Name: Code:

Entry No.

COVERS - max. score 25 points

FRONT & BACK COVER

1. Cover(s) strength in attracting attention.	Poor	Fair	Good	Excellent
2. Ability to invite the reader inside with enticing graphics and/or offers.	Poor	Fair	Good	Excellent
3. Consistency with corporate positioning	Poor	Fair	Good	Excellent
4. Overall design, colour & layout	Poor	Fair	Good	Excellent
5. Conveys catalogues purpose, branding and expectation of merchandise	Poor	Fair	Good	Excellent
6. Maintains visual continuity into catalogue	Poor	Fair	Good	Excellent
7. Presentation of an offer, theme or promotion	Poor	Fair	Good	Excellent
8. Presentation of Service Information Excellent e.g. Store list/mail label and phone/fax orders for Direct Marketing catalogues (where applicable)	Poor	Fair	Good	

Observation/Comments:.....

Your score for COVERS on a scale of 1 to 25, with 25 being the best score is:

CATALOGUE EVALUATION FORM.

P2

Catalogue Title:

Entry No.

Internal Layout, Design & Art Direction- max. score 25 points

- | | | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------|---------|---------|---------|--------------|
| 1. Is overall layout and presentation appropriate for the products and target audience? | ✍️ Poor | ✍️ Fair | ✍️ Good | ✍️ Excellent |
| 2. How well is the catalogue designed?
Does it encourage 'Pacing', using template changes throughout the catalogue to avoid reader skimming? | ✍️ Poor | ✍️ Fair | ✍️ Good | ✍️ |
| Excellent | | | | |
| 3. Does the author use 'eye flow' techniques to feature key products, new lines and hot items featured boldly in 'hot spots'? | ✍️ Poor | ✍️ Fair | ✍️ Good | ✍️ |
| Excellent | | | | |
| 4. Printing and Production in relation to:
Overall Print Quality
Paper Choice for catalogue | ✍️ Poor | ✍️ Fair | ✍️ Good | ✍️ Excellent |
| 5. Use of Space, Typography and Colour | ✍️ Poor | ✍️ Fair | ✍️ Good | ✍️ Excellent |
| 6. Use of Border Treatment to bring reader's eye into the page. Are products facing into the page? Products do not cross valleys. | ✍️ Poor | ✍️ Fair | ✍️ Good | ✍️ Excellent |

Observation/Comments:.....

Your score for INTERNAL LAYOUT, DESIGN & ART DIRECTION on a scale of 1 to 25, with 25 being the best score is:

Catalogue Evaluation Form

P3

Catalogue Title:

Entry No:

Photography and/or Illustration - max. score 10

- | | | | | |
|--------------------------------------------------------------------------------------------------------------------------------------|------|------|------|-----------|
| 1. Overall quality & appropriateness of images. | Poor | Fair | Good | Excellent |
| 2. Is there an appropriate use of the colour pallet in catalogue design and presentation ? | Poor | Fair | Good | Excellent |
| 3. Is there an appropriate use of models and props and is the mood developed by the graphics consistent with the overall production? | Poor | Fair | Good | Excellent |
| 4. Does the photographic/Illustrative format make sense. i.e. not contradict the copy or corporate positioning? | Poor | Fair | Good | Excellent |

Observation/Comments:.....

Your score for Photography/Illustration on a scale of 1 to 10, with 10 being the best score is:

Merchandising - max. score 10 points

- | | | | | |
|--------------------------------------------------------------------------------------------------------------|------|------|------|-----------|
| 1. Are the product choices appropriate for the catalogue's target market? | Poor | Fair | Good | Excellent |
| 2. Considering the focus of the target market, is there sufficient depth of merchandise to sustain interest? | Poor | Fair | Good | Excellent |
| 3. Is the merchandise unique – not readily available elsewhere | Poor | Fair | Good | Excellent |
| 4. Is the pricing information clearly featured in close proximity to the product? | Poor | Fair | Good | Excellent |

Observation/Comments:.....

CATALOGUE EVALUATION FORM.

P4

Catalogue Title:

Entry No.

Branding - max. score 10 points

- | | | | | | | | | |
|----------------------------------------------------------------------------------------------------|----|------|----|------|----|------|----|-----------|
| 1. Is the approach & overall concept correct
In relation to the catalogue's target market? | ✍️ | Poor | ✍️ | Fair | ✍️ | Good | ✍️ | Excellent |
| 2. Is the use of branding consistent with the
overall corporate direction? | ✍️ | Poor | ✍️ | Fair | ✍️ | Good | ✍️ | Excellent |
| 3. Is the branding and corporate style consistent
throughout the catalogue? | ✍️ | Poor | ✍️ | Fair | ✍️ | Good | ✍️ | Excellent |
| 4. Is the basic style and appeal of the catalogue
clearly in keeping with that of the business? | ✍️ | Poor | ✍️ | Fair | ✍️ | Good | ✍️ | Excellent |

Observation/Comments:.....

Your score for BRANDING on a scale of 1 to 10, with 10 being the best score is:

Copy Writing - max. score 10 points

- | | | | | | | | | |
|------------------------------------------------------------------------------------------------------------------------------------------|----|------|----|------|----|------|----|-----------|
| 1. Has the copy the ability to sell? Does it
highlight benefits and complement the
photography and illustration?
Excellent | ✍️ | Poor | ✍️ | Fair | ✍️ | Good | ✍️ | Excellent |
| 2. Use of headlines, footers & captions
Excellent | ✍️ | Poor | ✍️ | Fair | ✍️ | Good | ✍️ | Excellent |
| 3. Appropriate length & amount of copy used
Excellent | ✍️ | Poor | ✍️ | Fair | ✍️ | Good | ✍️ | Excellent |
| 4. Choice of language, appropriateness to
target audience and believability of copy
Excellent | ✍️ | Poor | ✍️ | Fair | ✍️ | Good | ✍️ | Excellent |
| 5. Completeness of information provided in
relation to such things as: colours,
materials, sizes, range, availability
Excellent | ✍️ | Poor | ✍️ | Fair | ✍️ | Good | ✍️ | Excellent |

Observation/Comments:.....

CATALOGUE EVALUATION FORM.

Catalogue Title:

Entry No.

Selling Power - max. score 10

- 1. Use of empathy and customer focus throughout the catalogue Poor Fair Good Excellent
- 2. Does the catalogue use 'hot spots' and page Layout to feature key products and new lines? Poor Fair Good Excellent
- 3. Does the catalogue offer sufficient depth and breadth of merchandise to be economically viable? Poor Fair Good
- Excellent
- 4. Use of editorial, guarantees, testimonials in order to reassure potential customers Poor Fair Good
- Excellent
- 5. Products are clearly associated with price and product information and copy is sufficiently large and readable for the target audience Poor Fair Good
- Excellent
- 6. The timing and environment is well targeted to facilitate effective response Poor Fair Good
- Excellent

Direct Mail Catalogues Only

- 7. Use of customised printing/ black plate changes, particularly on covers, to target customer types; to re-activate lapsed customers; to up-sell small orders; or make pertinent offers based on database history Poor Fair Good Excellent
- 8. Inclusion of mail response mechanism, with order facility providing freecall phone/fax/e-mail and web address printed on every piece and catalogue page Poor Fair Good
- Excellent
- 8. Use of Incentives to encourage prompt response Poor Fair Good
- Excellent

Observation/Comments:.....

SUMMARY:	ITEM	SCORE	MAX.POSSIBLE
	COVERS		25 POINTS
	LAYOUT ETC		25 POINTS
	GRAPHICS		10 POINTS
	MERCHANDISING		10 POINTS
	BRANDING		10 POINTS
	COPYWRITING		10 POINTS
	SELLING POWER		10 POINTS
	TOTAL SCORE		100 POINTS