

BA 291 Introduction to Business_ Ajarn Sirimuk Score Sheet

	Group	Total score (10)	Understand Media objective and Funnel 3%	> Mapping out data and metric correctly 3%	> Strategies & Creativity 2%	> Presentation 2%	Note
1	IN-N-OUT Co.	6.5	2	2	1.3	1.2	
2	6+1	7.3	2.8	1.5	1.5	1.5	
3	HUMZA	8.5	3	2.1	1.6	1.8	
4	Zero to Hero	8.3	2.8	2.2	1.5	1.8	
5	SEE KAO	9	3	2.5	1.7	1.8	
6	NEW WORLD	8.6	2.8	2.5	1.5	1.8	
7	N&Ps	7.8	2.4	2	1.7	1.7	
8	Punjab Gang	8	2.5	2.1	1.6	1.8	

Comment
No phasing strategy without creative objective of ads and not well prepare of submitting the presentation. Data miss aov roas and rev by each media
Good strategy but data is miss most of the metric but can solve Q&A is the presentation
Clear strategy with phasing breakdown. Only miss data calculation of AOV roas cr% in summation line
Love idea of lucky draw of iphone. Only miss some of budget usage from influencer and calculation from that investment
Well prepare with clear strategy. Plus score for challenge question
Well prepare for presentation. Even some data is missed in the slide but can well manage the challenge from Q&A
Good initiative but most of the strategy going to offline media but still can connect to online (from challeng Question). For data calculation AOV and rev and roas are missed in each media
Good presentation about the strategy. But some mismatch of crewtive asset and media objective. Only miss calculate on AoV cr% and Roas for summation line