

**Sing It to Win It Vaccine Jingle Contest
Judging Rubric**

	1	2	3	4	Points
Creativity	Entry feels copied from an existing song or ad campaign or does not at all feel relatable to the audience	Entry is a creative twist on an existing song or jingle, but does not feel like an original work	Entry is new and original, may not be relatable to the audience	Entry is entirely original and new. Will certainly be relatable to the audience	--
Messaging	Messaging of entry is not relevant. Entry does not relate to the vaccination message	Messaging of entry requires explanation and is not easy to understand.	Messaging of entry is entertaining, clear, and close to relevant.	Messaging of entry is completely relevant, entertaining, and clear.	--
Rhythm/ Flow	Entry is choppy, has no discernable rhythm	Entry has minimal rhythm, not identifiable as a "jingle"	Entry has rhythm, easy to identify as a "jingle"	Entry has catchy rhythm, easy to identify as a "jingle"	--
Overall Sound	Entry is hard to understand, low or muted voices, difficult to even judge	Entry has mispronounced words or is difficult to understand key phrases	Entry has a clear sound that is easy to understand and judge	Entry has a clear sound	--