

68TH ANNUAL GOLDEN TRUMPET AWARDS



Judging Criteria

Each Golden Trumpet Awards entry is evaluated by a panel of experienced communications professionals representing a range of disciplines across the industry.

Entries are evaluated based on planning, execution, and measurable outcomes. All entries are judged independently on their own merit. They are not evaluated against one another.

Each submission is reviewed by a minimum of three judges, following a standardized scoring process.

More than one Golden or Silver Trumpet may be awarded in a category. Judges reserve the right to withhold awards in any category if entries do not meet the standard of excellence.

Scoring Framework (100 Points Total)

Objectives (20 points)

How clearly does the entry define the situation or opportunity?

- Is there a strong understanding of the marketplace, audience, or organizational context?
- Are the objectives specific, measurable, and aligned to the identified need?
- Do the objectives meaningfully guide the strategy and execution?

Strategy & Execution (20 points)

How effectively does the work translate objectives into action?

- Are the strategies and tactics clearly explained and appropriate to the challenge?
- Is there a strong connection between insight, strategy, and execution?
- For single-item entries, is there sufficient context to understand the broader campaign or intent?

Creativity (20 points)

How does the work stand out?

- Does the entry demonstrate originality in idea, approach, or execution?
- Is creativity used purposefully to advance the objectives, not just for novelty?
- Does the work break through in a crowded or complex environment?

Results & Impact (20 points)

What changed because of this work?

- Are results clearly tied back to the stated objectives?
- Is there a mix of quantitative and qualitative outcomes?
- Does the work demonstrate meaningful impact (behavior change, reputation shift, business results, etc.)?
- Are metrics used credible and relevant beyond basic outputs (e.g., not limited to impressions)?

Quality of Entry (20 points)

How well is the story told?

- Is the submission clear, compelling, and well-structured?
- Does the entry clearly demonstrate why it deserves recognition over others?
- Is the supporting material relevant and effective?

Submissions should reflect a high standard of professionalism. Entries that are incomplete, unclear, or contain excessive errors may be disqualified.

Additional Notes for Entrants

What distinguishes Gold vs. Silver Trumpet recipients?

Gold-winning entries demonstrate a clear and compelling connection between objectives, strategy, execution, and results. They reflect intentional decision-making, strong integration, and measurable impact.

Silver-winning entries are strong but fall short in fully connecting these elements or demonstrating the same level of clarity and proof.

What judges consistently look for:

- Clear alignment between the problem, strategy, execution, and results
- Specific, measurable objectives (not broad or implied goals)
- Intentional use of creativity to advance strategy
- Credible, relevant metrics that demonstrate real impact

Common weaknesses that affect scoring:

- Objectives that are vague, generic, or not measurable
- Tactics presented without clear strategic rationale
- Results that rely primarily on outputs (e.g., impressions) without demonstrating outcomes
- Submissions that are difficult to follow, overly dense, or lack a clear narrative

Strong entries consistently:

- Present a disciplined, well-structured narrative from start to finish
- Provide proof that results connect directly back to stated objectives
- Demonstrate both strategic thinking and executional excellence

Remaining Questions

Review the How to Enter document for best practices. If you have additional questions, contact: **office@publicity.org**.