

Team Name: _____

CATEGORY:

RATING SCALE:

Name and Identity - A brand's name and identity should align with its values, differentiate it in the market, and resonate with the target audience. They must be clear, memorable, adaptable, and consistent while allowing for potential growth and evolution.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Visual Elements - Visual elements, such as logos, colors, and design, convey a brand's identity and create a recognizable and memorable image. They evoke emotions, communicate values, and differentiate the brand, playing a significant role in influencing consumer perceptions and decisions.

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Robot - The robot encapsulates the team's brand. It is easy to make the connection between the robot branding and the team's overall identity.

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Additional Marketing Materials - The team effectively incorporates other physical materials into communicating their brand and values.

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Enthusiasm and Ethos - The team displays enthusiasm while conducting themselves and represents the SRL Ethos well. The SRL ethos is light-hearted. Teams understand that they will take damage and very likely be destroyed and handle this well. The SRL ethos fundamentally wants to see all teams competing at their best - it is expected to see coaches helping other teams, students collaborating with other teams, and everyone working together so that all teams can display the most entertainment value.

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Consistency - Consistency in a brand's messaging, visual identity, and customer experience is essential for building trust and recognition. It reinforces the brand's reliability, professionalism, and commitment to its values, leading to a more powerful market presence.

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1 = No effort

2 = Fair effort

3 = Average effort

4 = Great effort

5 = Exceptional effort

CATEGORY:
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Storytelling - The team conveys its brand well to the judges and presents with team cohesion. The team represents and understands their brand while interacting with the judges. The team effectively communicates and presents the story of their team.

1	2	3	4	5
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Emotional Connection - An emotional connection with a brand is essential because it fosters loyalty and advocacy. The brand evokes a personal attachment or resonance with the audience and judges, making them more likely to choose it over competitors and become enthusiastic brand advocates.

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Overall Effectiveness - The brand as a whole works well and scores consistently in all aspects. This category can be thought of as ranking the entire brand on a scale in comparison to other teams present.

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Judges Factor - The judges are impressed with the team for their own reasons not covered in other areas of the rubric. The team possesses some X-factor that the judges wish to recognize.

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NOTES: