

**RELATÓRIO DE JULGAMENTO DA
SUBCOMISSÃO TÉCNICA
CONCORRÊNCIA 01/2021**

PLANILHA DE NOTAS

**INVÓLUCRO 1 – VIA NÃO
IDENTIFICADA**

AVALIAÇÃO DO INVÓLUCRO 1

JULGADOR 1

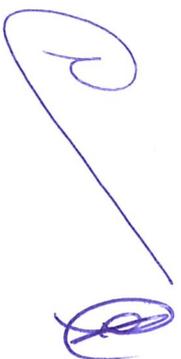
Agência	Raciocínio Básico (10 pontos)	Estratégia de Comunicação Publicitária (20 pontos)	Ideia Criativa (20 pontos)	Estratégia de Mídia e Não Mídia (15 pontos)	Total Geral
1	Total 4,0	Total 15,0	Total 14,5	Total 15,0	48,5
2	9,0	16,0	18,0	14,0	57,0
3	8,0	17,0	13,5	14,5	53,0
4	10,0	13,0	10,5	11,0	44,5
5	9,0	14,0	11,5	13,0	47,5
6	8,0	16,0	16,5	15,0	55,5
7	6,0	11,0	16,0	15,0	48,0
8	9,0	18,0	17,5	12,5	57,0
9	8,0	12,0	13,0	11,0	44,0
10	10,0	11,0	12,5	12,0	45,5
11	10,0	16,0	13,0	14,5	53,5
12	9,0	17,0	11,5	12,0	49,5
13	10,0	19,0	20,0	12,0	61,0
14	7,0	18,0	16,0	13,0	54,0
15	5,0	15,0	11,5	12,5	44,0
16	9,0	19,0	18,5	13,5	60,0
17	6,0	14,0	14,0	12,0	46,0
18	10,0	19,0	19,5	14,5	63,0

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JULGADOR 2

Agência	Raciocínio Básico (10 pontos)	Estratégia de Comunicação Publicitária (20 pontos)	Ideia Criativa (20 pontos)	Estratégia de Mídia e Não Mídia (15 pontos)	Total Geral
1	6,0	16,0	11,0	15,0	48,0
2	8,0	16,0	17,5	14,0	55,5
3	7,0	14,0	16,0	13,5	50,5
4	9,0	13,0	10,5	11,5	44,0
5	10,0	14,0	12,5	11,0	47,5
6	7,0	15,0	17,0	14,0	53,0
7	7,0	14,0	14,0	15,0	50,0
8	8,0	17,0	19,0	12,5	56,5
9	9,0	11,0	14,5	9,5	44,0
10	10,0	15,0	13,0	11,0	49,0
11	7,0	14,0	10,0	13,0	44,0
12	9,0	17,0	12,5	13,0	51,5
13	9,0	18,0	20,0	14,0	61,0
14	6,0	17,0	13,0	14,0	50,0
15	6,0	15,0	11,0	10,5	42,5
16	9,0	18,0	19,5	13,5	60,0
17	7,0	13,0	12,0	10,0	42,0
18	9,0	19,0	20,0	15,0	63,0

MS


JULGADOR 3

Agência	Raciocínio Básico (10 pontos)	Estratégia de Comunicação Publicitária (20 pontos)	Ideia Criativa (20 pontos)	Estratégia de Mídia e Não Mídia (15 pontos)	Total Geral
1	5,0	12,0	14,0	15,0	46,0
2	6,0	16,0	18,0	14,0	54,0
3	6,0	16,0	15,5	14,0	51,5
4	9,0	12,0	8,0	11,0	40,0
5	9,0	15,0	12,0	11,5	47,5
6	6,0	16,0	17,5	15,0	54,5
7	5,0	14,0	16,5	15,0	50,5
8	7,0	17,0	18,5	13,5	56,0
9	7,0	14,0	14,0	11,0	46,0
10	9,0	15,0	14,0	13,0	51,0
11	8,0	17,0	13,5	15,0	53,5
12	10,0	18,0	11,0	12,0	51,0
13	9,0	18,0	18,5	13,5	59,0
14	6,0	18,0	14,0	12,5	50,5
15	7,0	14,0	13,0	11,5	45,5
16	9,0	18,0	19,0	14,0	60,0
17	7,0	13,0	14,0	11,0	45,0
18	9,0	19,0	19,5	13,5	61,0





MÉDIA FINAL

Agência	Raciocínio Básico (10 pontos)	Estratégia de Comunicação Publicitária (20 pontos)	Ideia Criativa (20 pontos)	Estratégia de Mídia e Não Mídia (15 pontos)	Total Geral
1	5,0	14,3	13,2	15,0	47,5
2	7,7	16,0	17,8	14,0	55,5
3	7,0	15,7	15,0	14,0	51,7
4	9,3	12,7	9,7	11,2	42,8
5	9,3	14,3	12,0	11,8	47,5
6	7,0	15,7	17,0	14,7	54,3
7	6,0	13,0	15,5	15,0	49,5
8	8,0	17,3	18,3	12,8	56,5
9	8,0	12,3	13,8	10,5	44,7
10	9,7	13,7	13,2	12,0	48,5
11	8,3	15,7	12,2	14,2	50,3
12	9,3	17,3	11,7	12,3	50,7
13	9,3	18,3	19,5	13,2	60,3
14	6,3	17,7	14,3	13,2	51,5
15	6,0	14,7	11,8	11,5	44,0
16	9,0	18,3	19,0	13,7	60,0
17	6,7	13,3	13,3	11,0	44,3
18	9,3	19,0	19,7	14,3	62,3

CONCEITO

- 1 Conte pra sua família e Conte com sua família.
- 2 Sou do Rio. Tamo Junto. Me declaro doador.
- 3 Doação de órgãos. Uma decisão de amor.
- 4 A vida continua.
- 5 Abra o coração.
- 6 Doe órgãos. A vida se multiplica.
- 7 Doar. É parte de você.
- 8 Sua palavra vale muito, vale vidas.
- 9 Compartilhe vida, doe amor.
- 10 Doação de órgãos: para quem recebe é a melhor notícia do mundo
- 11 Você doa órgãos. Sua família doa muitas vidas.
- 12 Doe órgãos. A vida tem que continuar.
- 13 Só você pode mudar o meu destino
- 14 Diga sim para a vida continuar.
- 15 Para doar, precisa falar.
- 16 Doe órgãos. Se todos podem precisar, todos deveriam doar.
- 17 Seja um Salva-Vidas: Doe Órgãos
- 18 Para doar, tem que falar.

RESULTADO FINAL

RESULTADO FINAL	
Agência	TOTAL
18	62,3
13	60,3
16	60,0
8	56,5
2	55,5
6	54,3
3	51,7
14	51,5
12	50,7
11	50,3
7	49,5
10	48,5
1	47,5
5	47,5
9	44,7
17	44,3
15	44,0
4	42,8

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