

INVEST 2025/2026 REAL WORLD READY INSURANCE CHALLENGE

PRESENTATION EVALUATION FORM

Did the participating team...		Little or No Value	Below Expectation	Meets Expectation	Exceeds Expectation	Judged Score
PERFORMANCE INDICATORS						
1.	Identify and explain which types of insurance are relevant to Gen Z and why.	0	5	10	15	
2.	Identify target audience	0	5	10	15	
3.	Explain main considerations and strategies used in developing marketing campaign	0	5	10	15	
4.	Explain how marketing concept increases Gen Z's understanding and appreciation of insurance.	0	5	10	15	
5.	Identify and explain selected direct marketing strategies (social, print, and/or email).	0	5	10	15	
VIDEO PRESENTATION						
6.	Research into insurance is clearly demonstrated.	0	2	4	5	
7.	Presentation demonstrates an effective marketing campaign that breaks down insurance basics in a relatable way to Gen Z.	0	2	4	5	
8.	Presentation shows creativity, originality, well organized and presented in a logical manner.	0	2	4	5	
9.	Bonus: Inclusion of Insurance Professional	0	N/A	N/A	5	

TOTAL SCORE (100 Points Possible)