

# 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 to 2	3 to 7	8 to 13	14 or 5	
2.	Identify target audience	0 to 2	3 to 7	8 to 13	14 or 5	
3.	Explain considerations in developing the marketing campaign and key marketing strategies.	0 to 2	3 to 7	8 to 13	14 or 5	
4.	Describe how to elevate the importance of insurance to Gen Z	0 to 2	3 to 7	8 to 13	14 or 5	
5.	Identify and explain selected direct marketing strategies (social, print, and/or email).	0 to 2	3 to 7	8 to 13	14 or 5	
VIDEO PRESENTATION						
6.	Research into insurance and Gen Z is clearly demonstrated.	0 to 1	2-3	4	5	
7.	Presentation demonstrates an effective marketing campaign that breaks down insurance basics in a relatable way.	0-1	2	3-4	5	
8.	Presentation shows creativity, originality, well organized and presented in a logical manner.	0-1	2	3-4	5	
9.	Bonus: Inclusion of Insurance Professional	0	N/A	N/A	5	

**TOTAL SCORE (100 Points Possible)**