2024 ECHO

TRI-UMPH

Entry Form Tips:
Craft your entry as a narrative journey, linking Strategy, Creativity, and Results. Begin by downloading the entry form to work offline, ensuring a cohesive story that captivates judges from start to finish. Use the tooltips for guidance and keep agency names anonymous throughout text and uploads, including video links.

Strategy Presentation:
Kick off with an engaging overview of your strategy, detailing the planning, insights, target market, channel choices, and the pivotal role of data. Set the scene compellingly, providing context for the decisions made and outlining the objectives clearly.

Creativity Presentation:
Support your creative uploads with a narrative that breathes life into your strategy. Detail how the creativity amplified the strategy, focusing on innovation and alignment with the target audience. Judges look for creativity that's bold and strategically sound. There are a few data-centric categories that are not judged on formal Creative. For them, use this section of the entry form to explain why your work was innovative and outstanding.

Results Presentation:
Conclude with the impact of your campaign, linking achievements directly to your initial objectives. Clear demonstration of met objectives is crucial. Entries that do not provide information on results will not be accepted, although confidential metrics can be provided in the «For judges eyes only» section of the entry form; these results will not be divulged outside the judging. Visual results are highly valued and should be included in the Supporting Files space.

File Uploads Tips:
Links: Ensure accessibility of links to files/videos through April 2025, excluding agency names and including any necessary passwords.
Showcase Image: Required for all entries, suitable for large screen display, in JPEG or PDF format, up to 2MB.
Images: Up to 5 images may be uploaded, preferably as a narrated multi-page PDF to guide the judges' review.
Videos: Case study videos, recommended duration of 2-3 minutes, clearly labelled without agency names.
Physical Samples: Not accepted for the 2024 online judging. Instead, please send clear photographs of each key piece, which will allow the judges to appreciate your strategy, production quality and copywriting.

Additional Tips:
•   You can work offline by downloading a copy of the entry form HERE
•   Collaborate early with clients for a smoother entry process.
•   Draw inspiration from previous winners to elevate your entry.
•   Compile campaign results early, giving your entry a strong foundation.
•   Name your entry for instant recognition and connection.
•   Highlight data's role and why it was crucial to your campaign's success.
•   Avoid jargon and ensure clarity for those outside the industry.
•   Ensure all entries are in English, with translations provided where necessary.
•   Remember, judges are human; connect with them emotionally and passionately to make your entry stand out.

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FOREVER