

Application
Form

STAGE ONE - Entry Title

Campaign Title:

Publicity Image (please upload one image that best represents your entry. It is this image that will be used in publicity material.

STAGE TWO - Categories

SECTOR

Business Products and Services
Consumer Products and Services
Financial Services
Health, Wellness and Pharma
Not for Profit
Publishing, Ent., Media, Sports
Retail and eCommerce
Transportation (Inc Automotive)
Technology and Telecommunications
Utilities

CHANNEL

Best Experiential/Out of Home
Best use of Digital Advertising
Best use of Email
Best use of Mail
Best use of Mobile
Best use of Social

CRAFT

Best Art Direction
Best Copywriting
Best use of Design and UX/UI
Best use of Generative AI
Best use of Video Content

DATA

Best Use of 1st Party
Best Data-inspired Creative
Best use of Martech
Best use of Predictive AI/ML
Best use of SEO

SPECIAL

Best CSR Campaign
Best Customer Acquisition Program
Best Immersive Experience/Gaming
Best Integrated Campaign
Best Loyalty & Retention

Best Results/ROI
Best Use of New Technology
Campaign under u\$s250K

STAGE THREE - Entry Information

DATES: Campaign must have launched and run between October 1, 2022 through July 31, 2024.

Country/ies Where Program Ran:

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STAGE THREE - Entry Information

Agency Name:

Please note this text is how you will be announced in publicity material and on the trophy should you win! If you are a client entering direct, please put "in house entry" here.

Client Name:

Please note, this text is how your client will be announced in publicity material and on the trophy should you win!

In collaboration with...

If there were other companies that collaborated in the entry please add them here. Please note that if you wish for the collaborating company to be on the trophy as a winner add their details in the Agency or Client name box above.

Campaign Summary (250 words)

Here is your chance to immediately impress the judges with a summary of the whole campaign. This is the "elevator pitch" and should capture all the highlights from the entry and give all other information context.

STAGE THREE - Entry Information

What were the objectives? (150 words)

Outline the objectives for the campaign. Define what success looks like and state clear and measurable objectives that your results can directly relate to. To score high in results judges will need to refer back to this section and see evidence that the campaign was successful.

What was the strategy? (300 words)

The strategy should be an overview of the planning process, including your key decisions and the rationale behind those decisions. Expand on the brief and your interpretation of it, what were the key insights and how were they discovered? Expand on the target market, choice of channels and techniques to engage with them. Judges need to know the rationale behind every decision, don't make them make assumptions. This section should also highlight the role of data in the campaign and expand on the overall objectives. This is the start of your story, the first chapter must be gripping, set the scene and give everything else context.

STAGE THREE - Entry Information

Describe the creative solution (300 words)

This is a chance to support your creative file uploads in stage 4 with narrative backing up the execution. How did the creativity bring the strategy to life? Offer judges insight into the execution of the campaign, again backing up decisions made and always relating the creative to the strategy. Insight into every detail from headlines, art direction and technical innovation should come to life here. Bold, brave and innovative creative that is aligned to the strategy and perfect for the target audience is what judges are looking for. (For entries in the categories that will not be judged on traditional CREATIVE, please use this space to explain why your strategy was original and creative in its own way – perhaps not with copywriting and art direction – but as an innovative approach to your business problem.)

Describe why the campaign was successful (300 words)

Highlight the key achievements and ensure they directly match each of the objectives you have already set in the beginning of the form. What was the positive impact of the campaign? Did it solve specific business challenges for the client and what are the longer lasting effects it will have? Answer these questions with narrative in the final chapter of your story. However, beware that judges will demand that you clearly demonstrate the specific objectives you set out in the beginning of the form were met with results that are aligned to them – leave this bit out at your peril!

STAGE THREE - Entry Information

Results – for judges eyes only (150 words)

Any sensitive results and tabulated data that should be for judges eyes only please enter here. Judges will be looking for business metrics, indexes and figures in this section. You may very well want to show your results in tables, graphs or infographics so that the judges can better appreciate them. You can upload these graphics in the Supporting Files space immediately below in Part 4. Just be sure to indicate in this text box that this information is there, so that judges will be sure to see it!

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STAGE FOUR - Supporting Files

WEBSITE: If your campaign website is live please add the URL here.

Link to Supporting Files: Link to supporting files that are hosted online.

Upload Images: Maximum of 5 files, each file may contain multiple images.

Upload a Video: Case study video.

Please note: Do not reference your agency name in any supporting files, either in the content or naming of the actual files or video links.

The maximum file limit is 6MB to upload. Please add links for video files. This is to ensure a better experience for judges when viewing and downloading supporting material. Thank you.