

Application
Form

Before you begin: ECHO rewards work that proves itself through intelligence and results, not just spectacle. Every section of this form gives you an opportunity to show the judges why your campaign deserved to win. Read the guidance in each section carefully. Answer with evidence, not just narrative.

STAGE ONE - Entry Title

Entry Title:

Give your campaign a clear, descriptive name. Avoid internal codenames.

STAGE TWO - Categories

SECTOR

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

B2B

Best B2B Business Acquisition Program
Best Data-Driven B2B Account-Based Marketing Program
Best Data-Driven B2B Demand Generation Program

CHANNEL

Best Experiential
Best use of Digital Advertising
Best use of Email
Best use of Mail
Best use of Mobile
Best use of Social

DATA

Best use of 1st Party Data
Best Data-inspired Creative
Best use of Marketing Automation
Best Predictive Intelligence
Best use of Search

SPECIAL

Best Customer Experience
Best use of Generative AI
Best use of Video Content
Best CSR Campaign
Best Consumer Acquisition Program
Best Immersive Experience (including gaming)
Best Integrated Campaign
Best Loyalty and Retention Program
Best Results and ROI
Best use of New Technology
Best Small Budget, Big Results

STAGE THREE - Entry Information

DATES: Campaign must have launched and run between October 2, 2024 through July 31, 2026.

Country/ies Where Program Ran:

STAGE THREE - Entry Information

Agency Name: Required

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: Required

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) Required

Here is where you start to tell your story. Make it concise but compelling.

Tips for a winning answer:

- Cover the problem you were solving, the approach you took, and headline the result.
- Write for someone who knows nothing about your brand or category.
- This is not the place for detailed data; save that for later sections.

STAGE THREE - Entry Information**What were the objectives? (150 words) Required**

Be concise and specific. Ideally this should be a bullet point list and, where possible, should state numerical goals. Judges will compare the outcomes/results declared here to this list of objectives.

Tips for a winning answer:

- State measurable targets where possible (e.g. increase sales 15% YOY not just "drive growth")
- List business objectives separately from marketing objectives and the latter only if relevant.
- Judges will match your objectives against your results; be precise here.

What was the strategy? (300 words) Required

The strategy should be an overview of the planning process, including your key decisions and the rationale behind them. Tell us about 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 of engagement. Judges need to know the rationale behind your decisions; don't force them to make assumptions. This is the start of your story, the first chapter must be gripping, set the scene and provide context for everything else.

STAGE THREE - Entry Information

Describe the creative solution (300 words) Required

Creativity is not only the traditional advertising art-and-copy aspect. Even in categories that don't weigh creativity the same, the Echo's will always look for innovative, creative strategies.

If your campaign had brilliant creative pieces, this is your chance to shine as you describe them. If, on the other hand, your campaign relied on an awesomely creative strategy, let us hear about it and why it was innovative and outstanding.

Tips for a winning answer:

- Describe the specific idea, concept or innovation, not just that the work was creative.
- Explain why this approach was original. What hadn't been done before in your category or medium?
- If the creative was data-driven or AI-assisted, explain how the intelligence shaped the creative output.
- Did the creative idea itself produce measurable results? Connect it to outcomes if you can.
- Traditional art-and-copy excellence is welcome here, alongside tech-enabled innovation. Both count.

Expand on the use of data (250 words) Required

Strong entries show original thinking, not just reporting data, but uncovering something that changed the approach.

Tips for a winning answer:

- What data sources did you use? (1st party data, audience signals, predictive models, AI tools, etc.)
- How did the insight directly shape the campaign strategy or creative direction?
- Quantify the data set or model where you can; judges reward specificity.
- Examples: customer segmentation, lookalike audiences, propensity scoring, GenAI personalization.

STAGE THREE - Entry Information

How did your audience interact with the work? (250 words) Required

Be specific. Judges want to understand the real-world interaction, not just the idea.

Tips for a winning answer:

- Describe the channels and touchpoints used (email, social, OOH, mail, experiential, gaming, etc.).
- What was the audience experience at each touchpoint?
- How did the channels work together; or what was the logic of each channel choice?
- Avoid listing channels without explaining the role each played.

Describe why the campaign was successful (300 words) Required

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

Tips for a winning answer:

- Map your results directly to the objectives you stated above.
- Include hard numbers: % uplift, revenue generated, ROI, customer acquisition cost, retention rate, etc.
- Describe your measurement methodology, how do you know the campaign drove the result?
- If you used a control group or attribution model, explain it briefly.
- General statements like "sales increased significantly" will not score well.

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STAGE THREE - Entry Information

Confidential Results ONLY (optional).

In rare cases, some outcomes may be commercially sensitive. Judges are bound by strict confidentiality and need to see the full picture to score this aspect. Please include general results above (required for qualification) and use this box only for figures that must remain confidential beyond the judging panel.

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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.