**2016 ENTRY FORM**

**(Note: word count 2,500)**

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| **Entry ID:** | **00000** |
| **Entry Title:** |  |
| **Client:** |  |
| **Product:** |  |
| **First Media Appearance Date:** |  |
| **Category:** | K – Effective social campaign |
| **Category Description:** | Campaigns that set out with the explicit purpose of using social as the primary communication channel or have social at their heart. The kind of idea that is specifically designed to take advantage of the socially connected consumer and the influence of social. Judges are looking for campaigns that begin with a social idea, as opposed to advertising or integrated campaigns with a social media element. They’ll need a clear rationale for why social was the right way to tackle the client’s brief, and evidence of how social activity measurably and materially drove the commercial result. It is not enough to count the number of impressions, likes or shares. You will need to measure and prove the commercial value of social through the direct effect it had on consumer behaviour or perceptions and demonstrate correlation with the achieved business results. |

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| **Title:** | Please type here |
| **Client:** | Please type here |
| **Product:** | Please type here |

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| **1. Case Summary (0%)**  Please write a brief summary of the case study and results not exceeding 90 words. |
| Please type here |

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| **2. What was the challenge and what were the objectives? (10%)**  What was the market context, what was the strategic challenge the client faced, what was the creative challenge the agency was set, and what were the objectives that were set for the campaign? |
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| **3. What was the strategic thinking that inspired your big idea? (15%)**  What was the insight or insights identified as key to unlocking the solution? How and why did the strategic thinking address the objectives set? |
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| **4. What was your big idea? (10%)**  State in one sentence. What was your core idea that drove your effort? Consider ‘idea’ in the broadest sense, ie., ranging from communication-based to the creation of a new service or resource. The idea should not be your execution or tagline. |
| Please type here |

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| **5. What was the creative execution and how did it bring the big idea to life? (15%)**  Describe the creative work that delivered the big idea. |
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| **6. What was the communications strategy? (10%)**  Outline the communication thinking and how the strategic use of channels enhanced the social nature of the idea. |
| Please type here |
| List all consumer communications touch points used in this campaign. |
| Please type here |

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| **7. What was the $ spend? (0%)**  Outline the media and production spend on the campaign. Use actual spend rather than rate card. In the case of donated media please list the rate card value separately from the bought media spend. | |
| Media Spend: | Please type here |
| Outline the media spend in relation to competition and versus last year: | |
| Please type here | |
| Creative Production Spend: | Please type here |

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| **8. What other marketing efforts were used in conjunction with this campaign? (0%)**  List all other marketing or communications programmes not considered part of this campaign, that also affected the results e.g. coupons, sales promotion, planned PR, sampling, direct response, point-of-purchase, etc.  Indicate the extent to which any revised pricing, distribution or promotion programmes also affected the results.  Any marketing communications that contributed significantly to delivering an integrated campaign strategy and results should be described elsewhere in the entry form and any relevant contributing partners acknowledged in credits separate to the entry form. |
| Please type here |

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| **9. What were the results? (40%)**  Outline the results achieved by the campaign against the objectives set, provide proof that it was Outline the results achieved by the campaign against the objectives set, provide conclusive proof that it was the campaign that drove the results and outline the return on investment.  In this section the judges will be looking to see a clear cause and effect between this digital/social media campaign and business performance and that it was only because of this style of campaign the claimed business result could have been achieved. They will be awarding points on the following basis:  Overall achievement against objectives (15%)  Convincing proof that the results were a direct consequence of your campaign (15%)  Return on investment. This should be measured ideally in terms of additional profit earned or revenue generated. (10%) |
| Please type here |

**TOTAL WORD COUNT (count only words you insert in answer boxes 1 - 9):**