**2016 ENTRY FORM**

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

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| **Entry ID:** | **00000** |
| **Entry Title:** |  |
| **Client:** |  |
| **Product:** |  |
| **First Media Appearance Date:** |  |
| **Category:** | N – Most effective PR/experiential campaign |
| **Category Description:** | Campaigns that have a PR or experiential idea at their heart. The kind of idea that sets out with the explicit purpose to get the media talking or involve consumers in a tangible experience that delivers on the brand’s positioning or business objectives. Judges are looking for campaigns that begin with a PR or experiential idea, as opposed to marketing or integrated campaigns with a PR or experiential element. They’ll need a clear rationale for why PR or experiential was the right way to tackle the client’s brief, and evidence of how the PR or experiential activity measurably and materially drove the commercial result. Strength of proof will rely on demonstrating the link between this activity and how it has shifted consumer perceptions and behaviour in a way that has tangibly driven a business effect. |

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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 PR or experiential idea? (15%)**  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. |
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| **5. What was the PR or experiential execution and how did it bring the big idea to life? (20%)**  Describe what you did, how it was executed, the timeline and any other considerations, such as issues management, reactive media, proactive opportunities realised, pre and post event activity. List everything undertaken e.g. media relations, event, experiential, interactive builds, online or social media. Cite examples of PR and/or experiential marketing used to engage with the consumer. |
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| **6. 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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| **7. 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. |
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| **8. What were the results? (40%)**  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 PR/experential 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):**