**2016 ENTRY FORM**

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

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| **Entry ID:** | **00000** |
| **Entry Title:** |  |
| **Client:** |  |
| **Product:** |  |
| **First Media Appearance Date:** |  |
| **Category:** | Q – Sustained success |
| **Category Description:** | Products or services that have experienced sustained success for a period of at least 36 months. Entries must have a common objective and utilised the same strategy throughout the length of the campaign. They may have done so using different executions, but still deliver to the core insight and idea. The current year’s results must be included and be shown to build on the previous results. This award recognises strategy and creative platforms that are ‘built to last’ and demonstrate effectiveness over time. Judges will be looking for proof around the scale of challenge, where the strategy came from, where it’s going and how it continued to deliver results for the client over a sustained period of time. |

**Sustained Success Eligibility Requirements & Guidelines**

* Campaigns that ran for at least 36 months between 1 January 2013 and 20 June 2016 are eligible for entry. Campaigns may have been introduced earlier but must have run during this period and have data relative to the qualifying time up to close of entry on August 16th 2016.
* The campaign must be able to demonstrate sustained effective results for 36 months or more. Judges will be looking for evidence from each year in question to show that the results were consistently good across all years and campaign executions.
* The entry must be for one campaign throughout the period. The campaign can show some evolution or refinement in focus, execution and media use, but it must clearly be one campaign. Multiple campaigns for a brand or different product or variants over the period are not permitted.

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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. |
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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. What was the launch creative, and how did the work evolve over subsequent years and executions? |
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| **6. What was the communications strategy? (10%)**  Outline the media and communications thinking and strategy that brought the creative solution to life in the most powerful and relevant way for the target audience. How did the media thinking evolve over subsequent years? | |
| Please type here | |
| List all consumer communications touch points used in this campaign. | |
| Year 1: | Please type here |
| Year 2: | Please type here |
| Year 3: | 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. | |
| Year 1 Media Spend: | Please type here |
| Year 2 Media Spend: | Please type here |
| Year 3 Media Spend: | Please type here |
| Outline the media spend in relation to competition and versus last year: | |
| Please type here | |
| Year 1 Creative Production Spend: | Please type here |
| Year 2 Creative Production Spend: | Please type here |
| Year 3 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. |
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| **9. 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.  Be sure to show results for at least three year’s performance of the campaign.  In this section the judges will be looking to see a clear cause and effect between the communication activity and business performance over time, and why it is a stand out example of sustained achievement where advertising has played a crucial role in the organisation’s success. 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):**