|  |  |  |  |
| --- | --- | --- | --- |
| ENTRY TITLE |  | | |
| CLIENT |  | | |
| FIRST MEDIA APPEARANCE DATE |  | | |
| **CATEGORY** | B.11 - Technology | | |
| **CATEGORY DESCRIPTION** | This category celebrates the role of technology in driving client success. Specifically, where technology has enhanced the development, implementation or outcome of a media campaign or activity.  The technology could be applied across all elements of the campaign, or to a particular component but there will need to be evidence of it being either: using existing technology/platforms in an innovative or distinctive way OR a proprietary or first to NZ market technology. Judges will be looking to understand what was innovative about the technology and how it was applied to the media challenge, why it was a good fit for the brand or business problem, how it impacted or connected with the target audience to deliver outstanding campaign results.  This category is structured and scored as follows: | | |
|  | **1. ENTRY SUMMARY** | Why should this win a Beacon award? | Not scored |
| **2. BACKGROUND & CHALLENGE** | What was the underlying business context and what was the challenge(s) for marketing/ communication to solve. | /20 |
| **3. INSIGHT & TECHNOLOGY SOLUTION** | What was the insight that led to the technology solution, how did the solution inform the strategy? | /40 |
| **4. EXECUTION** | How was the technology solution and strategy brought to life? | /20 |
| **5. RESULTS** | What results did the campaign deliver? | /20 |
| **REFERENCING** | Data sources should be referenced, but not using any agency logos or names (e.g. ‘Agency research’ would be acceptable but don’t name the agency. Research company names are acceptable).  We recommend footnoting sources. Referencing will not be checked during scrutineering, and no opportunity to correct inadequate or incorrect sources is provided after submission. | | |
| **WORD COUNT** | ***TYPE YOUR WORDCOUNT HERE*** | Wordcount limits only include written entry for sections 1 through 5.  This entry may not exceed 1500 words. | |

|  |
| --- |
| **1. ENTRY SUMMARY (MANDATORY): Why should this win a Beacon award? (0%)**  Provide a short entry summary clearly demonstrating how technology-led media thinking is at the core of the entry. This summary should draw judges’ attention to what was innovative about the design/use of technology and its application to the media campaign or activity. |
| Please type here… |

|  |
| --- |
| **2. BACKGROUND & CHALLENGE: What was the underlying business context and what was the challenge(s) for marketing/communication to solve. (20%)**  What were the underlying business conditions that framed the need for this activity? Was the category and/or the brand’s market share growing or shrinking? Were there any commercial or cultural issues that made this activity more significant? In this section judges are looking for a clear, concise definition of the problem to be solved, how hard the challenge was and the objectives to be met. You should also explain why the objectives were set at the levels stated. |
| Please type here… |

|  |
| --- |
| **3. INSIGHT & TECHNOLOGY SOLUTION: What was the insight that led to the technology solution, how did the solution inform the strategy? (40%)**  What was the consumer or business insight that determined the need for a technology enhanced media approach? Explain what the technology solution delivers and how this influenced the media strategy. How did the role of channels evolve (if at all) as a result of the technology solution? The technology solution should clearly align with the strategy, which in turn addresses the challenge and drives the execution. |
| Please type here… |

|  |
| --- |
| **4. EXECUTION: How was the technology solution and strategy brought to life? (20%)**  The judges are looking to understand how the technology innovation was applied to enhance the strategy and address the challenge. Was the tech proprietary or new to the NZ market? Or was it using existing tech/platforms in a new/innovative way? How was it employed and the degree of difficulty involved in executing. What moved the approach from good to great? (You may reference a technical illustration in the appendix see notes re what this can include) |
| Please type here… |

|  |
| --- |
| **5. RESULTS: What results did the campaign deliver? (20%)**  Demonstrate how the results relate to the challenge and objectives set. Judges will be looking for a demonstrated  relationship between the outcomes, the technology solution, the strategy and the impact on the media campaign  or approach. Please list what other marketing efforts/activities may have influenced the results. The judges will  be looking to understand the following things:   * Overall achievement against objectives * Convincing that results were a consequence of, or enhanced by, your technology/media solution * Return on investment (or alternative ways to help contextualise tech innovation impact) |
| Please type here… |