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| ENTRY TITLE |  | | |
| CLIENT |  | | |
| FIRST MEDIA APPEARANCE DATE |  | | |
| **CATEGORY** | B.15 – Communications Strategy | | |
| **CATEGORY DESCRIPTION** | This category celebrates strategic excellence. Judges are looking for a cohesive communications strategy with a central idea at its heart. It should show a carefully researched and well thought-out action plan designed to meet a clearly defined challenge. This should include novel ways in which media channels have been used, each with a clear link to the strategic idea.    The winning entry will also have clearly articulated the insights used to inspire the communications strategy. The strategy section of the entry will account for 40% of the judges’ score.  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 & STRATEGY** | What were the key insights that helped create the strategy? | /40 |
| **4. EXECUTION** | How was the 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. | |

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| **1. ENTRY SUMMARY (MANDATORY): Why should this win a Beacon award? (0%)**  Provide a short entry summary ensuring the media thinking at the core of the entry is clear. This summary should draw judges’ attention to the use of media or media thinking that you believe is worthy of recognition in this category. |
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| **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. |
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| **3. INSIGHT & STRATEGY: What were the key insights that helped create the strategy? (40%)**  Explain how the insight(s) was/were reached and how this thinking led to the strategic direction of the campaign. The strategy should address the stated marketing challenge and influence the role(s) for communications, media planning and delivery. The judges want to clearly see how the insight led to the strategy.  Make it clear just how innovative and original the thinking is and be distinct in the media strategy compared to the creative strategy. |
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| **4. EXECUTION: How was the strategy brought to life? (20%)**  The judges are looking to understand how the implementation of the campaign enhanced the strategy, the role of individual channels utilised and the degree of difficulty involved in executing.  What were the key innovation components that helped move the implementation plan from good to great? |
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| **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 strategy and the impact of the media campaign. 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 proof that the results were a direct consequence of your campaign * Return on investment |
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