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| ENTRY TITLE |  | | |
| CLIENT |  | | |
| FIRST MEDIA APPEARANCE DATE |  | | |
| **CATEGORY** | B.17 - Collaboration | | |
| **CATEGORY DESCRIPTION** | This category is open to media owner/partner, clients, and agencies, and is designed to celebrate work that is only made possible by the close collaboration of two or more partner(s). This category can be entered by either the media owner/partner, client, or agency.    The judges will be looking to understand multiple layers as to why this collaboration was not just good, but great. How was strong collaboration, or indeed a new way of collaborating, critical in delivering a better overall result? How did the parties involved break through the norm? How did each party play a distinct individual role that made the whole greater than the sum of its parts? How complex was this collaboration? What hurdles did you face along the way? Ultimately the judges need to understand how this collaboration delivered results for the client beyond what could have been achieved with a single partner. Entries can be proactive sales proposals or responses to briefs, as long as the partners have worked together to execute and enhance.  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? | /20 |
| **4. COLLABORATION** | How was the strategy brought to life? | /40 |
| **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? (20%)**  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. COLLABORATION: How was the strategy brought to life? (40%)**  How was the campaign brought to life? Judges here will be looking for how the different parties worked together to execute a media campaign that moved the implementation plan from good to great. Are there any elements that will make the judges think “I wish I had thought of that”? If so, what are they, and what makes them so special? Describe the complexity of the collaboration or if it was a new way of collaborating, how did it enhance the campaign/activity in market.  Why is this collaboration better than any other? |
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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 |
| Please type here… |