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| ENTRY TITLE |  | | |
| CLIENT |  | | |
| FIRST MEDIA APPEARANCE DATE |  | | |
| **CATEGORY** | B.18 – DEI Community Engagement | | |
| **CATEGORY DESCRIPTION** | This category applies to any campaigns, brand or non-profit, whose success was dependent on effectively and authentically connecting with specific cultural, ethnic, or under-served groups or communities (example: Māori, LGBTQIA+, disabled people, Pacific Peoples, etc.). If the entry had multiple audiences, it is necessary to demonstrate results for the specific audience detailed in the entry.  Judges will be interested in not only the direct results of the work, but also the broader impacts of the work including the process of developing the work (e.g. journey you took to ensure authentic and meaningful connection with the community), and the indirect impact of the work (e.g. how the work either challenged or reinforced existing narratives about the community to a broader audience). Judges may not be familiar with your particular audience, so this is your opportunity to showcase the details that they may miss.  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? | /25 |
| **3. INSIGHT & STRATEGY** | What were the key insights that helped create the strategy? | /25 |
| **4. EXECUTION** | How was the strategy brought to life? | /25 |
| **5. RESULTS** | What results did the campaign deliver? | /25 |
| **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? (25%)**  Provide the necessary context on your entity/organisation, competitors, and brand or kaupapa so the judges, including those unfamiliar with your brand/kaupapa, can evaluate your entry. Outline the degree of ambition represented by your objectives. Objectives specific to successfully following processes that have a positive impact on priority communities can also be included.  Please outline why these processes were important, how they should be assessed, and why this assessment is appropriate for judges who may not be familiar. |
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| **3. INSIGHT & STRATEGY: What were the key insights that helped create the strategy? (25%)**  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. Outline if the work was developed in partnership with the community involved, and how this impacted the strategic development. |
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| **4. EXECUTION: How was the strategy brought to life? (25%)**  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? (25%)**  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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