**2018 ENTRY FORM**

**(Note: word count is 1,200)**

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| **Entry ID:** |  |
| **Entry Title:** |  |
| **Client:** |  |
| **Product:** |  |
| **First Media Appearance Date:** |  |
| **Category:** | M – Best Use of Video |
| **Category Description:** | This category recognises innovative and effective use of video to engage with your target audience. It is not about the content per se, but the strategic approach to the medium, how the content was deployed and innovation in the use of technology that created the impact. Judges will also be looking at how the video activity met the campaign objectives and materially drove the commercial result. Campaigns may have appeared on social media platforms, the digital platforms of publishers & media brands, video networks or any other video platform (including TV). |

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| **Title:** | Please type here |
| **Client:** | Please type here |
| **Product/Service:** | Please type here |
| **First Media Appearance Date:** | Please type here |

**In reviewing these entries judges will be looking for media practice that has contributed significantly to the success/results of a campaign in the context of this entry category.**

**Please share the details of your campaign as indicated below:**

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| **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. The word limit for this section is 150. |
| Please type here |

The remaining entry should be no more than 1200 words.

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| **1. INSIGHT. What was the marketing challenge and insight? (25%)**  Outline the challenge that emerged from the brief and the core insight. In this section judges are looking for a clear, concise definition of the problem, the objectives to be met and a sharp insight that inspired the strategy. |
| Please type here |

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| **2. STRATEGY. What was the strategy? (25%)**  Explain the strategy. The strategy should address the challenge, drive execution and clearly outline the role for video. |
| Please type here |

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| **3. EXECUTION.  How was the strategy brought to life? (25%)**  The judges are looking to understand how the implementation of the campaign enhanced the strategy, how video was utilised and the degree of difficulty involved in executing. Judges are looking for innovative and effective use of video and an understanding of how video’s unique properties played a key role in activating the strategy. |
| Please type here |

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| **4. 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 video 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 |

**TOTAL WORD COUNT (count only words you insert in answer boxes 1 - 4):**

**SUPPORTING MATERIALS**

Media Schedule: Please remember to include the media schedule (compulsory). Please include ALL media utilised in the campaign with % value of each.

Examples of Advertising: You may include a maximum of 2 x A4 pages of images only with your entry.