**2018 ENTRY FORM**

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

|  |  |
| --- | --- |
| **Entry ID:** |  |
| **Entry Title:** |  |
| **Client:** |  |
| **Product:** |  |
| **First Media Appearance Date:** |  |
| **Category:** | N – Best Use of Social |
| **Category Description:** | This category recognises campaigns that use existing or emerging social platforms and/or social activity including blog, social networking sites and applications. Entries in this category should use social as the primary channel and demonstrate a creative use of social platforms as well as a sound understanding of digital consumer behaviour. Judges will be looking for campaigns that have literally put consumers at the heart to build powerful communities through outstanding engagement and conversational communication strategies. There will be a clear rationale as to why social media was the right response to the clients brief and move beyond metrics of likes or shares to offer compelling proof of the effect social media had on delivering the campaign results. |

|  |  |
| --- | --- |
| **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 are to look 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:**

|  |
| --- |
| **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.

|  |
| --- |
| **1. INSIGHT. What was the marketing challenge and insight? (25%)**  In this section judges will be looking for a clear, concise definition of the problem identified by the brief, the business objectives used to define success and a sharp insight that inspired the strategy. |
| Please type here |

|  |
| --- |
| **2. STRATEGY. What was the strategy? (25%)**  Explain the strategy. The judges will be looking for a strategy that addresses the challenge and audience insight, clearly outlines the role of the selected social media channels and the execution within the selected channels. |
| Please type here |

|  |
| --- |
| **3. EXECUTION.  How was the strategy brought to life? (25%)**  In this section, the judges will be looking to understand how the implementation of the campaign enhanced the strategy, how social was utilised and the degree of difficulty involved in executing. The judges are looking for innovative and effective use of social and an understanding of how social’s unique properties played a key role in activating the strategy. |
| Please type here |
| **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 an unarguable relationship between the campaign results with the strategy and the impact of the execution components outlined in Section 3. 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 media 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.