**2018 ENTRY FORM**

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

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| **Entry ID:** |  |
| **Entry Title:** |  |
| **Client:** |  |
| **Product:** |  |
| **First Media Appearance Date:** |  |
| **Category:** | R – Most Effective |
| **Category Description:** | This category recognises meeting a challenge and succeeding. Judges are looking for evidence that the communication drove a positive outcome or exceeded objectives. This could include generating positive business results (e.g. market share, sales value, profit), shifting brand health measures (e.g. consideration, preference, perceptions), or changing people’s behaviour (e.g. buying patterns or social habits). It will focus on effectiveness of a campaign above all other considerations – the results section of the entry will account for 40% of the judge’s score. All entries must include figures showing the campaign’s direct impact on stated objectives (indexes will suffice). |

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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? (20%)**  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 and use of media. |
| Please type here |

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| **2. STRATEGY. What was the strategy? (20%)**  Explain the strategy. The judges are looking for a strategy that addresses the challenge, drives execution and clearly outlines the role of media. |
| Please type here |

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| **3. 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 media innovation components that helped move the implementation plan from good to great? How did execution enhance the effectiveness of this campaign? |
| Please type here |

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| **4. RESULTS. What results did the campaign deliver? (40%)**  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 |

**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.