**2018 ENTRY FORM**

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

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| **Entry ID:** |  |
| **Entry Title:** |  |
| **Client:** |  |
| **Product:** |  |
| **First Media Appearance Date:** |  |
| **Category:** | T - Best Collaboration |
| **Category Description:** | This category is open to media owners and agencies and is designed to celebrate the work that is only made possible by the close collaboration of (1) one or more media owner/partner(s) AND (2) one or more media agency/ies and/or other relevant agencies. This category can be entered by either the media owner/partner or agency. The judges will be looking for demonstration of how collaboration has enhanced the result for the client. Entries could be proactive sales proposals or responses to briefs as long as the partners have worked together to execute and enhance. |

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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 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:**

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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 media 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.  If this was a proactive pitch from a media partner to a client/agency, please provide details of how the business opportunity was identified and then developed. |
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| **2. STRATEGY. What was the strategy? (20%)**  Here, judges are looking for an understanding of the strategy that was developed and an explanation of how this would deliver the campaign objectives.  If other partners were involved, please explain their contributions to this particular part of the process. |
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| **3. 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? |
| Please type here |

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| **4. 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 media campaign   + Return on investment   + The impact of collaboration on the outcome |
| 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.