**2018 ENTRY FORM**

**(NOTE WORD LIMIT IS 1,500 WORDS)**

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| **Entry ID:** |  |
| **Entry Title:** |  |
| **Client:** |  |
| **Product:** |  |
| **First Media Appearance Date:** |  |
| **Category:** | U - Sustained Success |
| **Category Description:** | This category recognises communications and media thinking that has significantly contributed to the overall success of a campaign that has been consistently in market across three years from 1st January 2015. Judges will be looking for demonstration of strategic thinking and how it has ensured the media campaign has remained consistent but also up-to-date and relevant. The effectiveness and results achieved should accurately reflect the objectives and media strategy. The judges want to see clarity of thinking, identification and application of insights and innovation. It’s important to remember that a campaign founded on a sound, solid and evolving strategy can be as effective as one containing significant innovation. |

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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 1,500 words.

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| **1. INSIGHT. What was the marketing challenge and insight (10%)**  The judges will be looking to understand the market context and the challenge faced by the advertiser. Likewise, a clear articulation of the objectives for the campaign is crucial for the judges to put the remaining components of the entry into context. Please articulate how the insight may have evolved over time |
| Please type here |

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| **2. STRATEGY. What was the Strategy (30%)**  Explain the strategy? Why was the strategy and media thinking the most appropriate to address the campaigns’ objectives? Please articulate how the strategy has evolved over time. |
| Please type here |

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| **3. EXECUTION – How was the strategy brought to life? Please detail how the changes in execution have remained consistent to the original and/or evolved strategy? (30%)**  In this section, judges will be looking to understand what the campaign looked like. If there were any tactical changes the judges will expect to understand how these remained consistent with the over-arching strategy. Judges will also be looking for examples of media innovation that helped move the campaign from good to great. Finally, the judges will also need to understand the roles for each channel and how these changed with time. |
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| **4. RESULTS. What results did the campaign deliver? (30%)**  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 over the full 3 year period. 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.