

Campaign Award Entry Top Tips

First Deadline for Entries: 14th December 2018

Extended Deadline for Entries: 11th January 2019



- **Pay attention to the word counts. Judges will have to read approximately 30 entries, so you need to summarise why you deserve to win in as shorter form as you can.**
- **Feel free to use pictures and graphs to illustrate your success.**
- **Make sure you don't get your numbers wrong, the judges will check!**
- **Remember to demonstrate why you were creative and how the work you have entered hit its objectives.**

100 word nomination description:

Here we are simply looking for highlights and a brief description of the campaign. You can also add supporting sentences covering more detail, but be concise. Outline the campaign strategy and objective(s) but there is no need for specifics at this stage. For example; think about the channels you used, outline the main objective(s) achieved, outline the budget, whether the campaign was local, national, regional or global.

Think of this section as a pitch - sell yourself here and shout about what you've done but don't waffle, be focussed. This is the first section judges will see, so it needs to grab their attention.

Objectives & Budget:

Keep focussed on the objectives here and resist the temptation to embellish, there will more opportunities to do this later on the entry form. Feel free to add context where relevant but stick to the objectives as much as possible. If you are able to give objectives in terms of outputs, outtakes and outcomes - the judges are encouraged to reward good measurement.

One of the things judges will reward is whether a campaign hit its objectives, so you need to outline those objectives here.

If you can't be specific on the budget, we'd suggest giving a range. If no budget is given it is sometimes hard to judge the context of the work. Remember the budget will not get into the public domain without your express permission.

Target Audience & Strategy:

Use this space for more details, drilling further into the campaign with more specifics about your message and who it needed to reach, and why. Not so much of the 'how' right now as this will follow in implementation which is the next question.

In order to understand the strategy the judges will need some background, don't over do it, but talking through the wider brief will be helpful. Were there any partnerships created in order to bolster support aiding your overall strategy?

Highlight moral or ethical motivations if there were any, unusual or challenging requests from the client and how they were met, making sure to bring it all back to the question - who were you communicating to and why you decided to do it the way you did.

Be sure to tell us what you think the key to the campaign was in terms of strategy - what really mattered and made it all come together so well in the end.

Campaign Award Entry Top Tips

First Deadline for Entries: 14th December 2018

Extended Deadline for Entries: 11th January 2019



Implementation & Creativity:

This is the nub of it all and where we want to hear everything, all the context, all the creativity and the implementation.

What did you do and how/why did you do it that way? What was the creative spark behind the concept? What support did you need and how did you get it? What were the timescales involved and were they important, e.g. was your campaign time sensitive and how did you meet that challenge?

It may help to talk around a SWOT analysis elevating your strengths, being frank about your weaknesses and how you overcame them, what opportunities did you seize that helped make the campaign more successful and how did you cope with the threats posed?

Results & Evaluation:

Try and sum up in one or two sentences - and make them count. Hit us with the results you are most proud of and follow this with a list of others if you achieved multiple objectives.

Then talk numbers - like Dragons in the Den, the judges are looking for accurate and relevant figures reflecting on the success of the campaign and the targets hit.

Why you think your entry should win this award:

Take us back to the start with what you were tasked to do, then blow us away with how you not only met the objectives of that challenge, but illustrate clearly how you did it with great planning, strategic thought, detailed research and creative flair.

Try and make your entry unique and explain why it was a bit special!

The numbers: Meeting/exceeding objectives are important here but keep it short and sweet. Punchy facts that can't be disputed are ideal. A confident response to this challenging question could make or break your entry!