**How to Present your Entry**

* Clearly state the objectives of your creative work / campaign. Everything should follow from this.
* Get to the point! Be concise and explicit. Ensure your submission is easy to read.
* Do not make unsupported assertions. The jury members want proof! Any **claim** must be backed up by **evidence** and **source data**. To explain these terms:
	+ **Claim:** Any figure/number used in your entry. For example: *Sales increased by 120% (See Figure 1).*
	+ **Evidence:** The use of a graph, diagram, data table, survey result, etc. within the body of your submission. You must reference the source. For example: *Nielsen: Social Media Report 2016.*
	+ **Source Data:** The original study or report which the claim has come from. For example: the *“Neilson: Social Media Report 2016”* document must be included in the appendix of your entry.
* **Embed**any supporting **evidence** such as charts, graphs, tables etc. within the main entry document, next to your claim. ***Charts, graphs, diagrams or tables will not count toward your word limit.***
* Include footnotes at the bottom of the page linking to the **source data** in the appendix.
* The **source data** must be submitted along with the entry so our team can check for consistency. This should be included as appendices. If you cannot include the source data please state the reason why.
* Ensure you have had your client review the entry and submit the signed letter with your entry. Upload both together, otherwise your entry will not proceed to judging.

**SUPPORTING YOUR CLAIMS:**

The most common types of claims made by Creative Effectiveness winners relate to:

• Increase of Market Share ­­• Increase of Sales Volume

• Increase of ROI

• Increase of Brand Awareness

• Generation of PR Value

Other types of claims can be included and are strongly encouraged, provided there is underlying support for such claims and assertions.

**Here are the some common errors to avoid:**

1. Claims are supported by a client’s internal source, not an independent third party source, or are not endorsed / signed-off by appropriate client senior management.

2. No footnote or reference was provided / cross referenced, making it difficult for organisers to trace a claim to its source supporting documents.

3. Hard copy support for a claim was provided, but the original source document was not attached.

4. Only a website link was included, without providing hardcopy support. (Applicants must supply a screen shot or printed pages directly from the website as the organisers and judges will not have time to go to every website.)

5. A claim could not be computed / linked to the source provided.

 6. A claim was supported by a source that was not in English.

7. Zero source and/or nil supporting documentation.

**MAXIMUM 2000 WORDS PER ENTRY**

**(Word count does not include figures/diagrams.)**

**WORD CHECK YOUR ENTRY**

Title:

Client:

Product:

|  |
| --- |
| **Question 1:****The work that is the subject of your entry must have won a Medal at the 2014, 2015, or 2016 BADC Awards. Please detail the Award(s) and Category(s) it won. (Please note, you do not need to re-submit the Creative Materials as these will be retrieved from our archives.)** |
| Please insert text here |

|  |
| --- |
| **Question 2:****What were the objectives for the creative work?****Please distinguish between communications objectives (e.g. Awareness, Attitudes, Behaviour), marketing objectives (e.g. Penetration, Frequency), and commercial objectives (e.g. Sales, Profit). Detailing multiple types of objectives, and showing how they relate to each other, will strengthen your entry.** |
| Please insert text and supporting evidence here. |

|  |
| --- |
| Question 3:**What was the strategy behind the creative work?** **Please be clear about the connection between the objectives, the brief, and the final creative work.** |
| Please insert text and supporting evidence here |

|  |
| --- |
| **Question 4:****What was the creative work?** **Please detail the creative produced, the media channels used, and the budget invested. Explain why particular media were chosen and their specific roles in executing the strategy.**  |
| Please insert text and supporting evidence here. (Note that you do not need to re-submit the Creative Materials as these will be retrieved from our archives.) |

|  |
| --- |
| **Question 5:****What effect did it have in the market?** **Please explain what happened *after* the communications went live. Again, be aware of the difference between various types of effects on the business and the brand. Try to highlight all the significant outcomes you can, this will strengthen your entry.** |
| Please insert text and supporting evidence here |

|  |
| --- |
| **Question 6:****Prove to us that these results can’t be explained by other causes. That is, discuss if there were any other factors (E.g. sales, promotions or events that occurred during the campaign period) that may have influenced the outcome. Feel free to use charts, statistical tests, or modelling to make your case.** |
| Please insert text and supporting evidence here |

|  |
| --- |
| **Question 7:****What was the net benefit for your Client as result of investing in the creative work?****Stronger entries will demonstrate a commercial payback from the communications by isolating a return on marketing investment, rather than simply describing raw sales growth or changes in brand measures.** **If your communications are for Charity or Government clients, then please explain the impact they had (E.g. key message penetration, changes to consumer behaviour), and if possible the financial or economic implications.** |
| Please insert text and supporting evidence here |

**Entry Composition**

Please list the different media used throughout and after your campaign (30 June 2016) with an indication of the period. All parts of the campaign may be considered during judging.

|  |  |  |  |
| --- | --- | --- | --- |
| **Type of Media** | **Date of Implementation** | **Budget**  / **Media Spend** | **Percentage of overall budget** |
| E.g. TV campaign - 3 spots | E.g. 8-10 November 2013 | E.g. $ 100,000  | E.g. 25% |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

|  |
| --- |
| **For Publication**Please summarise your entry in up to 500 words. This will be made available to the public.  |
|  |

|  |
| --- |
| **Confidential and Not for Publication**You can supply here, information that will help the jury better understand your case, but which you do not wish to be published outside the jury room. |
|  |

**HAVE YOU WORD CHECKED YOUR ENTRY? 2000 WORD MAXIMIUM IS PERMITTED (not including charts/diagrams**