**ENTRY NUMBER**:

**ENTRANT COMPANY:**

**ENTRY TITLE:**

**PRODUCT/SERVICE:**

**CLIENT COMPANY:**

**CLIENT CONTACT:**

**CONTACT TITLE:**

**CONTACT PHONE: EMAIL:**

**Please ensure we have the client contact details should we need to contact them for any questions.**

**PROMO & ACTIVATION**

**Why is this work relevant for Promo & Activation? 100 WORD LIMIT**

* Provide a clear description of what the key promotional elements of the campaign were.

**Background  - 150 WORD LIMIT**

• Situation
• Brief
• Objectives

**Describe the creative idea (30% of vote) 150 WORD LIMIT**

* Why was the creative execution relevant to the product?
* How was it implemented – where/when/for how long? Did it run to plan or was it adapted?

**Describe the strategy (20% of vote) 150 WORD LIMIT**

* Target audience (consumer demographic/individuals/organisations)
* Approach

**Describe the execution (20% of vote) 150 WORD LIMIT**

• Implementation
• Timeline
• Placement
• Scale

**List the results (30% of vote) 150 WORD LIMIT**

* Business impact – sales, donations, site traffic
* Response rate
* Impressions
* Change in behaviour
* Consumer awareness
* Please ensure you provide evidence to support any commercial results as well as change in consumer behaviour. If supporting evidence is not provided, this will be taken into account for judging.

**Confidential information for the jury – 150 WORD LIMIT**

Text entered here will be visible to the jury but will not be shown on the website or at the awards show.

**Entry Composition: Please detail how the entry was rolled out**

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| --- | --- | --- |
| **Type of Media** | **Commencement Date** | **Media Placement** |
| Eg – Ambient Stunt | Eg 21 April 2016 | Eg Promo stands, Facebook live  |
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