**2018 ENTRY FORM**

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

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| **Entry ID:** |  |
| **Entry Title:** |  |
| **Client:** |  |
| **Product:** |  |
| **First Media Appearance Date:** |  |
| **Category:** | H - Best Use of Event/Activation |
| **Category Description:** | This category recognises entries that deliver outstanding experiential campaigns via guerrilla marketing, live events, shows, concerts & festivals, experiential events, large and small scale stunts. The event will be physical in its core, but can have virtual elements around it. Judges will be looking for evidence that the event/activation was the central component of the campaign, rather than campaigns with an event/activation component. They will also need to understand what the brand narrative was for people present at the event/activation and how the event/activation was leveraged to deliver outstanding campaign results. |

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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 1200 words.

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| **1. INSIGHT. What was the marketing challenge and insight? (20%)**  In this section judges will be looking for a clear, concise definition of the problem identified by the brief, the business objectives used to define success and a sharp insight that inspired the strategy. |
| Please type here |
| **2. STRATEGY. What was the strategy? (30%)**  Explain the strategy. The judges will be looking for a strategy that addresses the challenge and audience insight. They will also be looking to understand the role for an event and/or activation solution and the reasons for why the event and/or activation was developed in such a particular way. |
| Please type here |

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| **3. EXECUTION.  How was the strategy brought to life? (30%)**  The judges will be looking for evidence of brilliant execution that clearly demonstrates how the event and/or activation connects to the strategy. They will want to understand the degree of difficulty involved in the execution along with any innovation components that helped to move the implementation plan from good to great. |
| 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 execution components outlined in Section 4. 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.