**2018 ENTRY FORM**

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

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| **Entry ID:** |  |
| **Entry Title:** |  |
| **Client:** |  |
| **Product:** |  |
| **First Media Appearance Date:** |  |
| **Category:** | I - Best Use of Content |
| **Category Description:** | This category is looking for campaigns that have the use of content at their heart. By going beyond traditional advertising formats to seamlessly integrate into television programming, create branded music projects, use of native advertising such as sponsored stories, featured videos and messages via social media, the content should fit with the brand values, strategy and clearly address the marketing challenge.  Entries will not be judged on the creative content itself, but on the strategic thinking that led to content being identified as the core communication vehicle. Judges will also be looking to understand how that content was leveraged and developed across paid, owned and earned channels 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 |

**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 |

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| **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 content and the reasons for why the content was developed in a particular format. |
| Please type here |
| **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 branded content connects to the strategy. Entries will need to demonstrate how an existing property was enhanced by the advertiser’s participation. Likewise, if the content was built from the ground up, what made it so unique and how did it address the communication strategy. |
| 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.