**2018 ENTRY FORM**

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

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| **Entry ID:** |  |
| **Entry Title:** |  |
| **Client:** |  |
| **Product:** |  |
| **First Media Appearance Date:** |  |
| **Category:** | J – Best Use of Technology |
| **Category Description:** | This category recognises the importance of technology in driving media innovation. Specifically where technology has driven the development, implementation and outcomes of a campaign or initiative that connected with a target audience. This could include existing technology solutions applied in an innovative way, or the development of proprietary technology solutions. Judges will be looking to understand how the use of technology was innovative or market leading for the client or category, why the technology solution was a good fit for the brand or business problem and how it impacted or connected with the target audience to help achieve business outcomes. |

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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 are to look at the use of technology and resulting media practice that has contributed to the success of a campaign in the context of this 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 technology led media thinking at the core of the entry is clear. This summary should draw judges’ attention to the innovative use of technology and how that has influenced the media thinking you believe is worthy of recognition in this category. The word limit for this section is 150. |
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| **1. CHALLENGE. What was the marketing or business challenge? (15%)**  In this section judges are looking for a clear, concise definition of the problem, the objectives to be met and a sharp insight that determined the need for a technology based media approach |
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| **2. TECHNOLOGY SOLUTION. What was the technology solution and how did it inform the strategy**  **(30%)**  Explain the technology solution and how this was a key component of the media strategy. What were the role of channels in this solution - was it applied across channels, or was it channel specific? How did channels evolve (if at all) in relation to the technology solution? The technology solution should clearly align with the strategy, which in turn addresses the challenge and drives the execution. |
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| **3. EXECUTION.  How was the technology solution and strategy brought to life? (35%)**  The judges are looking to understand how the implementation of the technology enhanced the strategy and addressed the challenge. Judges are also looking to understand how technology was utilised and the degree of difficulty involved in executing. Detail how technology played a key role in defining and activating the strategy.  (You may reference a technical illustration in the appendix see notes re what this can include) |
| 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 technology solution, the strategy and the impact of the media campaign. 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 technology/media solution   + 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 however only the media that used the technology solution requires % value

Examples of Advertising: You may include a maximum of 2 x A4 pages of images only with your entry.

OR if you wish, you can swap 1 x A4 pages of images for 1 x A4 technical explanation as below.

Technical solution/overview: You may include a maximum of 1 x A4 page of technical supporting information in place of one of your pages of creative examples. Note this supporting material is to extrapolate or explain in more detail the approach already covered in the entry for example an architecture diagram, user journey map. It is not for adding new information & must be supplied by the agency not a third party.