**2018 ENTRY FORM**

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

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| **Entry ID:** |  |
| **Entry Title:** |  |
| **Client:** |  |
| **Product:** |  |
| **First Media Appearance Date:** |  |
| **Category:** | K – Best Use of Mobile |
| **Category Description:** | This category recognises innovative and effective use of the mobile channel. It covers any form of mobile media including mobile advertising, mobile apps, mobile communication (ie SMS), mobile technology (ie Beacon’s, QR codes, Bluetooth), or any other communication that requires a mobile device. Judges will be looking for campaigns that demonstrate a clear mobile strategy, which identifies why mobile was an effective channel to achieve the client’s objectives, is brilliant in its execution, and delivers demonstrable 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 |
| **% of media budget attributed to mobile:** | Please type here |

**In reviewing these entries judges are to look 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? (25%)**  Outline the challenge that emerged from the brief and the core media insight. In this section judges are looking for a clear, concise definition of the problem, the objectives to be met and a sharp insight that inspired the strategy and use of media |
| Please type here |

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| **2. STRATEGY. What was the strategy? (25%)**  Explain the strategy. The judges are looking for a strategy that addresses the challenge, drives execution and clearly outlines the role of media, especially mobile |
| Please type here |

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| **3. EXECUTION.  How was the strategy brought to life? (25%)**  The judges are looking to understand how the implementation of the campaign enhanced the strategy, the specific role of mobile and the degree of difficulty involved in executing. What were the key mobile innovation components that helped move the implementation plan from good to great? |
| Please type here |

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| **4. RESULTS. What results did the campaign deliver? (25%)**  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 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 media 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.