**APPLICATION FORM FOR ENTRY**

CATEGORY\*:

TITLE OF ENTRY\*:

DURATION OF PROJECT\*:

URL ADDRESS OF THE ENTRY:

(For digital entry or digital parts of project)

\*Required fields

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**The communication goals** (recommended 50 words)

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| Please enter your text here |

What were the campaign objectives (communication, marketing) and how did they support the business need or opportunities (business goals should be stated in terms of quantity)? What business need or opportunity did you address? What did you want your audience to think, feel or behave differently? Include sources of data and information wherever possible.

**Innovative media strategy – please adjust the description to make it relevant for chosen Category** (recommended 100 words)

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| Please enter your text here |

Summarize the idea and creative media strategy. Why did you choose this particular approach? Describe how your solutions demonstrate your insight and imagination to solve the problem and how the strategy challenges the communication goals. Identify tactics and communication channels and summarize why you chose these channels.

**Insight of target group** (recommended 75 words)

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| Please enter your text here |

Identify your primary audience and any other audiences. What key characteristics of the target group did you consider when developing your solution? Think about psychographic and demographic characteristics, communication preferences, and the factors that influence how people think, feel and behave. Include any audience research.

**Activation of the idea** (recommended 75 words)

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| Please enter your text here |

Summarize the implementation of the idea. Demonstrate what the challenges you addressed were. What was your budget, and how did you use resources available to deliver the strategy? What about the use of time, etc.?

**Effectiveness/Measurement** (recommended 85 words)

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| Please enter your text here |

How did your creative solution address the business need or opportunity? Discuss your budget, resources, and show efficient use of each. Describe qualitative and quantitative results and give the interpretation of the results. Include sources of data and information wherever possible.

**IMPORTANT:** If you feel that you need more words to properly describe the project or its elements, you can exceed the recommended number of words. But keep in mind that short and concise is usually most effective.