

Campaign Categories

Nominated Organization Information

Organization Name:

Contact First Name:

Contact Last Name:

Contact Job Title:

Contact Email:

Contact Phone Number:

Organization Address:

Organization Type (Agency, Corporation, Nonprofit, Government, Other)

Campaign Information

1. Campaign Name:
2. Campaign Image (Upload)
3. Team Members – Please write out the name and job title of those who worked on the campaign (i.e. John Smith, Creative Director)
4. Objectives – Clearly state the objectives for the campaign you are entering.
5. Strategy – Your strategy should explain the thinking and the strategic approach behind your work
6. Tactics – The tactics you used to deliver the objectives
7. Execution – How you executed your work.
8. Evaluation of Success/ROI/Results - Show how successful the campaign was in achieving the objectives. Include metrics and any research-based evidence that supports the success. Additional information can be compiled into a PDF and added to your entry as supporting materials.
9. Budget – This information will remain confidential.