

Best Campaigns

Entry Name

Objectives

- Clearly state the objectives for the work that you're entering.

Strategy

- Your strategy should explain the thinking and the strategic approach behind your work.

Tactics

- Clearly state your means to achieve your objective.

Execution

- Clearly state the process you used to complete your objective.

Evaluation of Success/ ROI/ Results

- Show how successful you were in achieving the objectives. Include metrics and any research-based evidence that supports the success.

Budget

- This information is confidential. It will be visible to the judges, but will not be made public