

## **Best Use of a Specific Channel**

### **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