

1. **ENTRY TITLE:**

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1. **BRAND:**

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1. **ENTRY ID** (you will get this from the online entry system):

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1. **DETAILS OF PREVIOUS LOERIE AWARD**(s) – Year, Category and Statue (e.g. Gold):

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1. **PROVIDE A BRIEF OVERVIEW OF THE ENTRY:**

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1. **BUSINESS OBJECTIVES**

What was the overall objective of the entry? Please distinguish between brand objectives (awareness, image, attitudes and behaviour) and sales objectives (e.g. volume, revenue, market share):

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1. **STRATEGY**

Clearly articulate the strategic thinking that led to the creative work. Be clear in demonstrating the connection between the objectives, the brief and the final creative work:

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1. **CAMPAIGN IMPLEMENTATION**

Detail the campaign rollout, including a media breakdown (with media spend where possible) and the timing of the campaign:

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1. **RESULTS**

Explain what happened after the work appeared, being aware of the difference between the interim effects and the sales effects. Entrants are encouraged to include the following information:

* + ***Effects***: Indicate what the effect was as a result of running the creative work.
	+ ***Commercial Gain & Return on Investment****:* Entrants need to prove that the entry provided commercial gains for the client in terms of sales or profitability. Where possible, show a return on the investment made (including actual campaign spend).
	+ ***Discounting of Other Factors***: Provide evidence that other factors such as weather, lack of competitor activity, overall category growth, seasonality, etc., did not cause the effect. You may use econometrics if you wish, but it is not a necessity.
	+ ***Make comparisons***: Where possible, compare your entry success to prior periods, to the sector, and to the general market trends.
	+ ***Close the loop***: Tie back your results to the stated objectives.

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