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

Provide a brief overview including how this campaign resulted in wide target audience acceptance of the new brand or product or sub-brand. Specifically, explain the overall business objective and strategy upon which the initiative is founded.

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1. **TIMELINE**

When was this initiative implemented, and what is the planned timeframe, including future/ongoing plans? (Explain if this is a once off project, or an on-going campaign, and supply specific dates and duration, as well as future plans)

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1. **INNOVATION**

How was the campaign executed using innovation across different media platforms to create a cohesive campaign

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1. **IMPACT ASSESSMENT**

How did you assess whether this campaign was successfully launched – i.e. what measurable results can you provide? (Provide a simple, clear impact model or sufficient argument to evidence these benefits based on authentic measurements. This could include a share date, share data, brand equity measurement etc.).

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