

ENTRY QUESTIONS: MARKETING CAMPAIGN AWARDS

Best Public Sector/Government Marketing Campaign

1. Share the objectives of the campaign and what insights and analysis led to defining these. **15% (limit 300 words)**

Please type here

2. Describe how the marketing campaign fits into your organisation's overall brand and marketing strategy. **10% (limit 300 words)**

Please type here

3. Describe the idea that led to the creative concept and its implementation within the marketing campaign. *Creative will need to be uploaded in your online entry.* **25% (limit 500 words)**

Please type here

4. Clearly outline the tactical mix chosen and explain why and how that mix allowed you to reach the objectives of your marketing campaign. **25% (limit 500 words)**

Please type here



5. Detail the results obtained, as well as any learnings gained during the campaign. Include any optimisation that happened during the execution period that led to enhanced results. **25% (limit 500 words)**

Note: List KPI, ROI, and any other supporting key metrics (including workings) as separate attachment. Max 3 pages including any tables and graphs.

Please type here

6. If there is anything else you wish the judges to know about the marketing campaign being entered, please add it here. **(optional) (limit 200 words)**

Please type here

7. **Executive Summary:** Please summarise the campaign being entered and why you think it is a winning entry? **(limit 300 words)**

Please type here