



ENTRY QUESTIONS: MARKETING CAMPAIGN AWARDS

Best Use of Content Marketing Campaign

1. Share the objectives of the campaign and what insights and analysis led to defining these. **10% (limit 200 words)**

Please type here

2. Describe how the content creation fits into your organisation's overall brand and marketing strategy. **10% (limit 200 words)**

Please type here

3. Describe the idea that led to the content creation and its implementation. **20% (limit 300 words)**

Please type here

4. Provide examples of communications excellence including research results and external awards if applicable. *Creative will need to be uploaded in your online entry.* **35% (limit 500 words)**

Please type here



5. Detail the results obtained. Include any optimisation that happened during the execution period that led to enhanced results. **25% (limit 400 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