



ENTRY QUESTIONS: MARKETING CAMPAIGN AWARDS

Best Public Sector/Government Marketing Campaign

1. Describe the campaign objectives and the insights/analysis that shaped them. **15% (limit 300 words)**

Type here

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

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)**

Type here

4. Clearly outline the tactical mix chosen and explain how it helped achieve your campaign objectives. **25% (limit 500 words)**

Type here



5. Detail the results obtained and any learnings gained during the campaign. Include any optimisation 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.

Type here

6. If there's anything else you'd like the judges to know about the campaign, include it here. **(optional) (limit 200 words)**

Type here

7. Executive Summary: Summarise the campaign and why you think it is a winning entry. **(limit 300 words)**

Type here