



# Creative Effectiveness Entrant Brief

Please fill out this multi-page form, save it, and upload the PDF to your entry.

Entry Title:

Brand:

## Creative Effectiveness\*

Entries in this medium focus on work that produced measurable results and used a creative approach to achieve a brand's purpose, this includes, but is not limited to Audio, Branded Entertainment & Content, Design, Digital/Mobile, Direct, Experience/Activation, Film, Out of Home, Partnerships & Collaborations, Print, Public Relations, and Social Media executions.

### \*Note

Judging for this medium is weighted 50% on creativity and 50% on results. (Result details are required – please be sure to download and re-upload the provided PDF into your entry).

### Tip

Helpful information to include in your brief:

- Increase of Market Share
- Increase of Sales Volume
- Increase of ROI
- Increase of Brand Awareness
- Generation of PR Value

## 1. What were the objectives for the creative work?

- A. Please detail the Commercial objectives e.g. shareholder value, profit, revenue, sales or share.
- B. Please detail the Marketing objectives e.g. penetration, frequency, or maintaining a price premium.
- C. Please detail the Communications objectives e.g. awareness, image, attitudes, and behavior.

## 2. What was the strategy behind the creative work?

Please describe the connection between the objectives, the original client brief and the final creative work that was developed.

### 3. Campaign Composition

Please list the different elements of the marketing mix that were used throughout and after your campaign (up to the entry deadline) with an indication of the period.

Type of Media / Channel Please list all	Date of Implementation Start & end, incl. year	Budget or Media Spend	Country / Region of Placement
<i>e.g. TV campaign - 3 spots</i>	<i>e.g. 8-10 September 2015</i>	<i>e.g. \$ 100,000 USD</i>	<i>e.g. Germany / Europe</i>

#### 4. What was the commercial gain for your Client as a result of the campaign?

Please provide facts and figures to demonstrate any increases in revenue, profit, return on marketing investment and commercial payback from the communications. Entries will benefit from the ability to isolate ROMI not just sales, and relate results back to the campaign's original objectives.

If your communications weren't for commercial gain e.g. for charity or government clients, please explain the impact it had, e.g. key message penetration or changes to audience behavior.

## 5. What effect did the campaign have on the market?

Please explain the impact of the campaign once it went live. Provide details of the effect on the business and on your competitors.

Try to give as many examples as you can on how the communications worked, this will strengthen your entry.