

## CATEGORY

PLEASE SELECT THE CATEGORY YOU ARE ENTERING:

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|--|--|---|
| <input type="checkbox"/> <b>WORLD MEDIA AWARDS</b><br>AUTOMOTIVE                         | <input type="checkbox"/> <b>WORLD MEDIA AWARDS</b><br>LUXURY LIFESTYLE & FASHION | <input type="checkbox"/> <b>WORLD MEDIA AWARDS</b><br>TECHNOLOGY & TELECOMS |
| <input type="checkbox"/> <b>WORLD MEDIA AWARDS</b><br>BRAND & MEDIA OWNER<br>PARTNERSHIP | <input type="checkbox"/> <b>WORLD MEDIA AWARDS</b><br>TRAVEL & TOURISM           | <input type="checkbox"/> <b>WORLD MEDIA AWARDS</b><br>MEDIA & ENTERTAINMENT |
| <input type="checkbox"/> <b>WORLD MEDIA AWARDS</b><br>CORPORATE INFLUENCER               | <input type="checkbox"/> <b>WORLD MEDIA AWARDS</b><br>FINANCIAL SERVICES         |   |

## ENTRY DETAILS

**COMPANY NAME**

**TITLE OF ENTRY**

**THE CHALLENGE** [300 WORDS]

PLEASE SUM UP THE CHALLENGE FACING THE BRAND OR CLIENT - INCLUDING INFORMATION ON THE COMPETITIVE ENVIRONMENT, BRAND PERFORMANCE PRIOR TO THE CAMPAIGN AND THE OBJECTIVES FOR THE CAMPAIGN. WHY WAS THIS CAMPAIGN NEEDED?

#### THE CREATIVE SOLUTION [400 WORDS]

HOW DID YOUR CREATIVE SOLUTION SOLVE THE BRAND'S CHALLENGE? PLEASE EXPLAIN NOT JUST WHAT YOU ENTERED BUT WHY. OUTLINE THE STRATEGIC THINKING BEHIND THE ARRIVED-AT CONTENT SOLUTION. OUR JURORS WILL BE LOOKING FOR A GREAT UNDERSTANDING OF THE BRAND AND THE TARGET AUDIENCE. THEY WILL WANT TO HEAR HOW THE CREATIVE SOLUTION AND CONTENT STORY WAS RESEARCHED AND DEVELOPED.

#### THE MEDIA / CONTENT AMPLIFICATION SOLUTION [400 WORDS]

WHAT WAS THE MEDIA STRATEGY BEHIND THE CAMPAIGN AND WHY DID YOU MAKE THE MEDIA CHOICES YOU MADE? OUTLINE THE STRATEGIC THINKING BEHIND THE MEDIA SOLUTION USED TO AMPLIFY YOUR CONTENT APPROACH. OUR JURY WILL BE LOOKING FOR A GREAT UNDERSTANDING OF THE BRAND AND THE POWER OF CONTEXT IN THE CHOICE OF MEDIA PARTNERS. THE JURY WILL WANT TO UNDERSTAND HOW THIS HAS BEEN TARGETED TO ENGAGE THE TARGET AUDIENCE ACROSS THREE OR MORE COUNTRIES AND TO UNDERSTAND HOW OWNED MEDIA CHANNELS AND SOCIAL MEDIA STRATEGY WAS USED TO AMPLIFY THE STRATEGY.

#### THE RESULTS [300 WORDS]

WAS THE CAMPAIGN SUCCESSFUL? HOW SO? PLEASE PROVIDE AS MUCH INFORMATION/PROOF AS POSSIBLE ON THE EFFECTIVENESS OF THE CAMPAIGN AGAINST STATED OBJECTIVES.

PLEASE LIST THE COUNTRIES YOUR CAMPAIGN COVERED [MINIMUM OF 3 REQUIRED]