DIGIS 2.3 ENTRY FORM

1. **VIDEO**

The video should help judges understand the creativity, innovation and execution of the entry in relation to the category requirements. Length of video should be no more than 3 minutes, so use the time limit wisely to augment your written entry and not duplicate. Videos should be in mp4 format only.

1. **WRITTEN ENTRY**

The written entry will help judges understand the compelling aspects of your entry in relation to the specific category, and the scoring criteria. Write your entry specific to the category, limit industry jargon and define uncommon terms, be precise and to the point, do not exceed the specified word count.

We encourage you to include relevant and verified data throughout the form and make it as easy to comprehend as possible. This will help validate your case. Where data and facts are presented, clearly mention sources of information at the bottom of each section. List of sources is not included in word count. Do not include more than 3 charts per section.

1. **Summary**:
Demonstrate the strength of your entry by providing a summary for the following parameters.
	1. Context or Challenge
	2. Audience insight
	3. Creative idea
	4. Execution of the idea
	5. Results

*One sentence - maximum 20 words for each of the sections above.*

* 1. Why is this entry digital-marketing award worthy in this category

*Maximum 100 words*.

1. **What was the context and level of complexity?**
Describe the campaign background in relation to the brand, competition, consumer, market conditions and outline the challenges.

*Maximum 175 words*.

1. **What was the task?**
Describe the Business and Marketing objectives and Key Performance Indicators (KPI’s) against those objectives.

*Maximum 175 words*.

1. **(A) What was the target audience and insight? (15% OF TOTAL SCORE)**
Describe the target audience and compelling consumer insight/s in relation to the challenge to be overcome by the brand. Include digital insights relevant to the category.

*Maximum 250 words.*

1. **What was the campaign strategy in relation to this insight? (15% OF TOTAL SCORE)**
Describe the strategy in relation to the insight, including digital channel strategy.

*Maximum 250 words.*

1. **What was the idea? (20% OF TOTAL SCORE)**
Describe the idea at the heart of your campaign in one sentence and its distinctiveness in relation to digital deployment.

*Maximum 50 words.*

1. **How was the idea executed? (20% OF TOTAL SCORE)**
Describe execution including rollout, scope, period, touch points and channels. Indicate the total investment including creative and media budget split.

*Maximum 250 words.*

1. **What was the impact? (30% OF TOTAL SCORE)**
Establish clear results of performance in relation to the challenge, task (objectives), KPI’s and the direct correlation of results to the digital campaign. There should be clarity of the return on investment (ROI) with proof of results from credible sources - Objective data within the eligibility period is mandatory in this section (qualitative and/or quantitative).

*Maximum 300 words.*