CREATIVE EFFECTIVENESS SPIKES

Title:

Client:

Product:

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| 1. **If your entry was previously entered in Creative Effectiveness please provide a summary below that outlines key points from your previous submission, as the jury will not have access to past papers. (500 words max.)** |
| Please insert text here |

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| 1. **What were the objectives for the creative work?**   **Please distinguish between Commercial (e.g. Shareholder value, Profit, Revenue, Sales, Share), Marketing (Penetration or Frequency) and Communications objectives (e.g. Awareness, Image, Attitudes, and Behaviour). Please aware that having all three will strengthen your entry.** |
| Please insert text and supporting evidence here |

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| 1. **What was the strategy behind the creative work?**   **Please be clear about the connection between the objectives, the brief and the final creative work.** |
| Please insert text and supporting evidence here |

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| 1. **What was the creative work?**   **Please detail the content, the media channels used, and the investment behind it. Explain why particular media were chosen and their specific roles in executing the strategy.** |
| Please insert text and supporting evidence here |

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| 1. **What effect did it have in the market?**   **Please explain what happened *after* the communications went live. Again, be aware of the difference between various types of effects on the business and the brand. Try to put as many spotlights as you can on how the communications has worked, this will strengthen your entry.** |
| Please insert text and supporting evidence here |

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| 1. **Please explain if there were any other factors that may have impacted on the effectiveness of your campaign. E.g. sales, promotions or events that occurred during the campaign period and that would have influenced the results. You may use econometrics, tests, extrapolation and/or simply explain why communications were significant to the brand’s success and illustrate other key factors via charting/tables etc.** |
| Please insert text and supporting evidence here |

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| 1. **What was the commercial gain for your Client as result of running the creative work?**   **Entries will benefit from the ability to isolate a return on marketing investment, not just a picture of sales growth or changes in brand measures. Please try to demonstrate Revenue and Profit ROMIs and commercial payback from the communications. If your communications are for Charity or Government clients, then please explain the impact they had, e.g. key message penetration, changes to consumer behaviour.** |
| Please insert text and supporting evidence here |

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| 1. **What do you think this case adds to our understanding of how creativity can be effective? What are the learnings for the sector your brand operates in? Are there learnings for the industry as a whole? The learnings do not have to be new learnings. E.g. they could be a reminder of how various media can work.** |
| Please insert text and supporting evidence here |

**Entry Composition**

Please list the different media used throughout and after your campaign (up to the entry deadline) with an indication of the period. All parts of the campaign may be considered during judging.

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| **Type of Media** | **Date of Implementation** | **Budget**  / **Media Spend** | **Percentage of overall budget** |
| E.g. TV campaign - 3 spots | E.g. 8-10 November 2013 | E.g. $ 100,000 USD | E.g. 25% |
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| **Confidential and Not for Publication**  You can supply here, information that will help the jury better understand your case, but which you do not wish to be published outside the jury room. |
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