

**2020 Entry Form**

Thank you for downloading the WARC Media Awards 2020 Entry Form. Please read through the form and the points below and download the accompanying Entry Kit at [**www.warc.com/mediaawards**](http://www.warc.com/mediaawards)**.**

* The deadline for entries is **23th September 2020.**
* To be eligible, your work should have been in-market after **24th September 2018**.
* You cannot enter your work in more than one category.
* Your case study should not exceed **3,000** words, excluding the executive summary and client’s view sections.
* Keep formatting to a minimum and avoid text boxes.
* Embed images and charts in the relevant section in your form, ensuring that all charts are fully and clearly labelled as to what each chart is measuring and the source(s) for its data.
* Other supplementary material such as videos should be sent as separate files. Details of how to do this are included on the Entry Kit.
* Ensure you source any data or any claim about the impact of a campaign.
* Write without jargon or exaggeration: your case study will be more powerful.
* Clearly mark any **confidential data** that may not be published. Please note that you cannot mark the whole results section as confidential.

When you have completed the form, [**register your entry**](https://www.warc.com/Awards/media) to receive your WARC Media Awards (WMA) reference number and follow the instructions to send us your entry. **Please also use your WMA reference number on any communication with WARC about your entry and use it to name any files that you upload to** [**Dropbox**](https://www.dropbox.com/request/DeZ4wNGKTtHW8ufvmYoK) **to support your entry.** We look forward to reading your work.

**Entry details**

|  |  |
| --- | --- |
| **WARC Media Awards reference number** (Add after registering your entry via the [**registration site**](https://www.warc.com/Awards/media)) |  |
| **Case study title** |  |
| **Category** - choose ONE:   * Effective Use of Tech * Effective Channel Integration * Effective Use of Partnerships and Sponsorships * Best Use of Data |  |
| **Case study author(s)**, job title(s) and  company(ies) |  |
| **Primary agencies**  (List up to two primary agencies  involved in the marketing activity) |  |
| **Secondary/supporting agencies**  (List up to four secondary/supporting agencies involved in the activity) |  |
| **Brand** (e.g. Tide) |  |
| **Brand owner** (e.g. Procter & Gamble) |  |

**Executive summary**

Summarise briefly the origin, goals and impact of your campaign. Write in an objective, third-person voice as if you were introducing your work to someone unfamiliar with your market and brand. **This is not part of the main word count.**

**Market background and context**

In this section judges will be looking for:

* An introduction to the brand, its market, and the brand’s objectives.
* Information on the size and dynamics of the brand owner’s marketplace (specify if this was national, regional or global), the brand’s competitive set and position within it. If the campaign relates to a launch or product innovation, provide details of the target competitor set and target marketplace and supply relevant supporting data. If you are entering the Best Use of Data category, please outline how data was important for targeting or how data allowed the brand to do something new.
* Remember: judges may not be familiar with your brand or its place in your market, so please provide as much clear information as you can.

**Communications objectives**

In this section judges will be looking for:

* What was the comms strategy expected to achieve and how was it related to brand objectives?
* Please indicate the relationship between the comms strategy and the creative planning, e.g., was it intended to optimise/amplify a creative message? Please include specific objectives for the comms strategy (e.g., reach or equivalent metrics, awareness, efficiency, conversion, sales).

**Insights and strategy**

Please outline the strategic response to the client’s objectives. Judges will be looking for the insight and strategy at the heart of the case.

* What conclusions did you draw about the behaviour/needs of the target market, and how did this feed into a comms channel strategy? Include any research or data that backed up your ideas.
* Please explain why you chose specific channels and other touchpoints, and how these channels were expected to work together. **This is particularly important for Effective Channel Integration, where entrants need to take each touchpoint in turn, explain in detail why they were chosen and how they reinforced each other.**
* Include relevant diagrams or charts. If a channel used is new (for instance, with the Effective Use of Tech category) please outline the reasons for using it.
* Explain why this strategy was the right one to meet the client’s objectives, and why it is worthy of recognition.

This section is core to the entry. Please take the time to explain your thinking in depth. Judges will be looking for clear thought processes based on interesting insight.

**Implementation and optimisation**

Judges will be looking for evidence of how the strategy was applied:

* Indicate how the strategy was brought to life, including (if relevant) how it worked alongside creative treatments.
* Please indicate how the strategy evolved once it went live. Was it optimised based on feedback or performance data? Were changes required? If so, what and why?

**Media used**

Where relevant to your entry, please use the chart below. Please exclude production costs and only focus on media spend.

**Information provided here will remain unpublished as it will contribute towards WARC’s own benchmarking tools.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Type of media** | **Date of implementation** | **Budget / media spend** | **% of overall budget** |
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**Measurement approach and results**

Please explain how you set out to measure the success of the strategy, and what results you achieved:

* Which metrics were important to gauging success, and how were these incorporated into the campaign planning?
* What data/research information did you use to track success?
* How did these relate back to the client’s objectives?
* What results did you actually achieve? Please take the time to explain what difference your comms planning made and the contribution it made to achieving business objectives.

**ROI (optional)**

If you can calculate a figure for return on investment (based on sales, profit, etc.), please include it here. **(This section is voluntary; entrants that cannot calculate an ROI figure will still be included in the judging.)**

Please mark with an X what kind of ROI figure you are sharing.

**ROI figure:**

(Please express as a ratio – for example 4:1)

|  |  |
| --- | --- |
| Sales/revenue |  |
| Profit |  |
| Value of exposure/coverage |  |
| Other (please state) |  |
| No ROI figure available |  |

**Lessons learned**

What did you learn from this successful strategy that could benefit other brands?

Were the insights unique to the brand and market in the case study? Or were there general lessons that could be applied elsewhere?

**This is one of the most important sections of your entry, so please take extra time to assemble your evidence and arguments here. This is your opportunity to make your case and win over the judges with concrete evidence.**

**Client’s view**

Please include a short testimonial from your client about how your strategy helped them with a specific business challenge. **This is not part of the main word count.**

**Reminder checklist**

After you have written up your paper, please take a few moments to   
review your entry.

**1.** Have you completed the entry form according to the criteria, and marked any confidential material in the entry?

**2.** Have you shown understanding of a brand’s objectives and described the role that comms planning played in meeting them?

**3.** Have you provided evidence that those objectives were met?

**4.** Have you embedded accompanying images and charts in the relevant places in the text?

If so, you are now ready to enter the WARC Media Awards**.**

The next step is to register your details via our [**registration site**](https://www.warc.com/Awards/media) and to receive your WARC Media Awards (WMA) reference number. At this stage you will be asked for details of the campaign budget, duration, geographic markets and the category you wish to enter.

When you have completed registration, you will receive instructions on how to send us this form, and how to upload additional content such as video. **When uploading assets to** [**Dropbox**](https://www.dropbox.com/request/DeZ4wNGKTtHW8ufvmYoK)**, please remember to use your WMA reference number to name any files so they can be easily linked to your entry. Please also remember to fill in your WMA reference number on the first page of this form.**

We look forward to receiving your entry.

Good luck!

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