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Description automatically generated with medium confidenceENTRY FORM

The beacon awards in association with oOh!media – ENTRY FORM

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| ENTRY ID |  |
| ENTRY TITLE |  |
| CLIENT |  |
| PRODUCT |  |
| FIRST MEDIA APPEARANCE DATE |  |
| **CATEGORY** | B.10 – Best Use of Technology |
| **CATEGORY DESCRIPTION** | This category celebrates the role of technology in driving media innovation. Specifically, where technology has enhanced the development, implementation or outcome of a media campaign or activity. The technology could be applied across all elements of the campaign, or to a particular component but there will need to be evidence of it being either: a proprietary or first to NZ market technology OR using existing technology/platforms in an innovative or distinctive way. Judges will be looking to understand: what was innovative about the technology and how it was applied to the media challenge, why it was a good fit for the brand or business problem, how it impacted or connected with the target audience to deliver outstanding campaign results. |
|  | **WORD COUNT: 1200 MAX** |

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| |  |  | | --- | --- | | Title |  | | Client |  | | Product/Service |  | | First Media Appearance Date |  |   **In reviewing these entries judges are to look for media practice that has contributed significantly to the success/results of a campaign in the context of this entry category.**  **Please share the details of your campaign as indicated below:** |  |

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| **ENTRY SUMMARY (MANDATORY): Why should this win a Beacon award? (0%)**  Provide a short entry summary clearly demonstrating how technology led media thinking is at the core of the entry. This summary should draw judges’ attention to what was innovative about the design/use of technology and it’s application to the media campaign or activity. The word limit for this section is 150. | |
|  | Please type here.. |

The remaining entry should be no more than 1200 words.

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| 01. | **BACKGROUND & CHALLENGE: What was the underlying business context and what was the challenge(s) for marketing/communication to solve. (10%)**  What were the underlying business conditions that framed the need for this activity? Was the category and/or  the brand’s market share growing or shrinking? Were there any commercial or cultural issues that made this  activity more significant? In this section judges are looking for a clear, concise definition of the problem to be  solved, how hard the challenge was and the objectives to be met. You should also explain why the objectives  were set at the levels stated. |
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| 02. | **INSIGHT & TECHNOLOGY SOLUTION: What was the insight that led to the technology solution, how did the solution inform the strategy? (35%)**  What was the consumer or business insight that determined the need for a technology enhanced media approach? Explain what the technology solution delivers and how this influenced the media strategy. How did the role of channels evolve (if at all) as a result of the technology solution? The technology solution should clearly align with the strategy, which in turn addresses the challenge and drives the execution. |
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| 03. | **EXECUTION: How was the technology solution and strategy brought to life? (35%)**  The judges are looking to understand how the technology innovation was applied to enhance the strategy and address the challenge. Was the tech proprietary or new to the NZ market? Or was it using existing tech/platforms in a new/innovative way? How was it employed and the degree of difficulty involved in executing. What moved the approach from good to great? (You may reference a technical illustration in the appendix see notes re what this can include) |
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| 04. | **RESULTS: What results did the campaign deliver? (20%)**  Demonstrate how the results relate to the challenge and objectives set. Judges will be looking for a demonstrated  relationship between the outcomes, the technology solution, the strategy and the impact on the media campaign  or approach. Please list what other marketing efforts/activities may have influenced the results. The judges will  be looking to understand the following things:  o Overall achievement against objectives  o Convincing that results were a consequence of, or enhanced by, your technology/media solution  o Return on investment (or alternative ways to help contextualise tech innovation impact) |
|  | Please type here... |

**TOTAL WORD COUNT** (count only words you insert in answer boxes 1 – 4: **\_\_\_\_\_\_**

**SUPPORTING MATERIALS**

Media Schedule: Please remember to include the media schedule (compulsory). Please include ALL media however only the media that used the technology solution requires % value

Examples of Advertising: You may include a maximum of 2 x A4 pages of images only with your entry. OR if you wish, you can swap 1 x A4 pages of images for 1 x A4 technical explanation as below.

Technical solution/overview: You may include a maximum of 1 x A4 page of technical supporting information in place of one of your pages of creative examples. Note this supporting material is to extrapolate or explain in more detail the approach already covered in the entry for example an architecture diagram, user journey map. It is not for adding new information & must be supplied by the agency not a third party.