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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.12 – Best Use of Search Engine Marketing |
| **CATEGORY DESCRIPTION** | This category recognises exceptional practice in the use of Search Engine Marketing to drive positive business or behavioural outcomes. This category is open to entries for paid search and search engine optimisation initiatives. Judges will be looking for a clear set of objectives, a strong strategic approach, excellent execution, and demonstrable outcomes. This category is open to both short term campaigns or ongoing programmes. Judges will consider creative and innovative approaches, as well as campaigns with excellent application of fundamentals and best practice. You’ll need to contextualise for judges why your approach is award worthy. The search engine marketing initiative may be part of a wider campaign, however demonstration of the specific role and effectiveness of the search channel will be required. |
|  | **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 ensuring the media thinking at the core of the entry is clear. This summary should draw judges’ attention to the use of media or media thinking that you believe is worthy of recognition in this category. 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 & STRATEGY: What were the key insights that helped create the strategy. (30%)**  Explain how the insight(s) was/were reached and how this thinking led to the strategic direction of the campaign. The strategy should address the stated marketing challenge and influence the role(s) for communications, media planning and delivery. The judges want to clearly see how the insight led to the strategy. Make it clear just how innovative and original the thinking is and be distinct in the media strategy compared to the creative strategy. |
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| 03. | **EXECUTION: How was the strategy brought to life? (30%)**  The judges are looking to understand how the implementation of the campaign enhanced the strategy, the role of individual channels utilised and the degree of difficulty involved in executing. What were the key innovation components that helped move the implementation plan from good to great? |
|  | Please type here.. |

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| 04. | **RESULTS: What results did the campaign deliver? (30%)**  Demonstrate how the results relate to the challenge and objectives set. Judges will be looking for a demonstrated relationship between the outcomes, the strategy and the impact of the media campaign. 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 proof that the results were a direct consequence of your campaign  o Return on investment |
|  | 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 used in the campaign and show % value in spend against different media channels. For paid search campaigns specifically please include the impression share for brand v non-brand terms.

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 or execution already covered in the entry - for example a journey map or diagram of technical information. It is not for adding new information & must be supplied by the agency not a third party.