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THE AOTEAROA EFFIE AWARDS IN ASSOCIATION WITH TVNZ – ENTRY FORM

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| ENTRY ID |  |
| ENTRY TITLE |  |
| CLIENT |  |
| PRODUCT |  |
| FIRST MEDIA APPEARANCE DATE |  |
| **CATEGORY** | B07. Most Effective PR/Experiential Campaign |
| **CATEGORY DESCRIPTION** | Campaigns that have a PR or experiential idea at their heart. The kind of idea that sets out with the explicit purpose to get the media talking or involve consumers in a tangible experience that delivers on the brand’s positioning or business objectives. Judges are looking for campaigns that begin with a PR or experiential idea, as opposed to marketing or integrated campaigns with a PR or experiential element. Great use of sponsorship or partnerships could be entered in this category. The judges will be looking for evidence of significant earned media, alongside commercial results. They’ll need a clear rationale for why PR or experiential was the right way to tackle the client’s brief, and evidence of how the PR or experiential activity measurably and materially drove the commercial result. Strength of proof will rely on demonstrating the link between this activity and how it has shifted consumer perceptions and behaviour in a way that has tangibly driven business effect. |
|  | **WORD COUNT: 2500 MAX** |

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| 01. | **CASE SUMMARY [0%]**  Please write a brief summary of the case study and results not exceeding 90 words. |
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| 02. | **WHAT WAS THE CHALLENGE AND WHAT WERE THE OBJECTIVES? (15%)**  What was the market context, what was the strategic challenge the client faced, what was the creative challenge the agency was set, and what were the short and long-term objectives that were set for the campaign? |
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| 03. | **WHAT WAS THE STRATEGIC THINKING THAT INSPIRED YOUR BIG IDEA? (15%)**  What was the insight or insights identified as key to unlocking the solution? How and why did the strategic thinking address the objectives set? |
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| 04. | **WHAT WAS YOUR BIG PR OR EXPERIENTIAL IDEA [10%]**  State in one sentence. What was your core idea that drove your effort? Consider ‘idea’ in the broadest sense, ie. ranging from communication-based to the creation of a new service or resource. The idea should not be your execution or tagline |
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| 05. | **WHAT WAS THE PR OR EXPERIENTIAL EXECUTION AND HOW DID IT BRING THE BIG IDEA TO LIFE? [15%]**  Describe what you did, how it was executed, the timeline and any other considerations, such as issues management, reactive media, proactive opportunities realised, pre and post event activity. List everything undertaken e.g. media relations, event, experiential, interactive builds, online or social media. Cite examples of PR and/or experiential marketing used to engage with the consumer.. |
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| 06. | **WHAT WAS THE $ SPEND? [0%]**  Outline the media and production spend on the campaign within the campaign period. Use actual spend rather than rate card. In the case of donated media please list the rate card value separately from the bought media spend. | |
| Media Spend (if applicable): | Please type here.. |
| Outline the media spend in relation to competition and versus last year: | Please type here.. |
| Creative Production Spend: | Please type here.. |

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| 07. | **WHAT OTHER MARKETING EFFORTS WERE USED IN CONJUNCTION WITH THIS CAMPAIGN? [0%]**  List all other marketing or communications programmes not considered part of this campaign, that also affected the results e.g. coupons, sales promotion, planned PR, sampling, direct response, point-of-purchase, etc.  Indicate the extent to which any revised pricing, distribution or promotion programmes also affected the results.  Any marketing communications that contributed significantly to delivering an integrated campaign strategy and results should be described elsewhere in the entry form and any relevant contributing partners acknowledged in credits separate to the entry form. |
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| 08. | **WHAT WERE THE RESULTS? [35%]**  Outline the results achieved by the campaign against the short and long-term objectives set, provide conclusive  proof that it was the campaign that drove the results.  In this section, the judges will be looking to see a clear cause and effect between the communication activity and business performance over time. Show the compelling evidence that will convince even the most cynical finance director. They will be awarding points on the following basis:   * Overall achievement against objectives. Clear proof that objectives established in earlier sections have been achieved. Judges will be seeking quantified results. Demonstration of ROI is helpful. [15%] * Clear demonstration of long term results beyond 6 months [5%] * Convincing proof that the results were a direct consequence of your campaign, the inarguable evidence. [15%]   **Please Note:** All results must be sourced to be judged; any unsourced results will not be taken into consideration. |
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| 09. | **THIS SECTION IS ONLY TO BE COMPLETED IF THIS CAMPAIGN WAS PREVIOUSLY ENTERED IN 2022 [0%]**  We welcome campaign entries in consecutive years, but the entrant must demonstrate material differences in the entry; e.g. additional results reflecting the benefit of long-term campaign building; shifts in targeting or campaign execution that delivered fresh outcomes, etc.  If this campaign was also entered last year, please outline what you have learned from being in market and how this has influenced the campaign’s evolution. |
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