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| --- | --- |
| **CAMPAIGN NAME** |  |
| **CENTRE NAME** |  |
| **CENTRE OWNED BY** |  |
| **CENTRE MANAGED BY** |  |
| **CAMPAIGN MANAGER/S** |  |
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| **EXECUTIVE SUMMARY** | |
| *The purpose of this section is to provide judges with a high-level understanding of the campaign.**Outline the key highlights of the campaign and why it should be considered for an award.*  *Images may be used on this page.*  *Maximum 1 page.* | |
| **OBJECTIVES & STRATEGY** | |
| *Clearly specify what you were trying to achieve and how you did it.*  *This should include a detailed budget, key customer insights and business opportunities.*  *No images are to be included on this page.*  *Maximum 1 page.* | |

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| **EXECUTION** | |
| *Detail how the campaign was implemented.*  *Include details on customer touch points, presentation in-centre and experience.*  *No images are to be included on this page.*  *Maximum 1 page.* | |
| **RESULTS & OUTCOMES** | |
| *Clearly specify whether you achieved your objectives.*  *Please complete the table below, outlining relevant measures of success and results. This table can be amended as needed.*  *This should also include any key learnings and feedback (positive and negative)*  *No images are to be included on this page.*  *Maximum 1 page.*  **Social – Results**   |  |  |  | | --- | --- | --- | | *Measure* | *Target* | *Results* | | Social Reach (organic / paid) |  |  | | Social Engagement |  |  | | Followers |  |  | | Comments |  |  |   **Campaign – Results (not limited to list below)**   |  |  |  | | --- | --- | --- | | *Measure* | *Target* | *Results* | | Engagement / Adoption (platform or user) |  |  | | Business Improvement Measure (e.g. time, satisfaction) |  |  | | Redemptions |  |  | | Sales |  |  | | Traffic |  |  | | Media Coverage |  |  |   **ROI calculations should be based on campaign primary objective**  For example: Sales Generated – Campaign Cost / Campaign Cost | |
| **SUPPORTING MATERIAL** | |
| **VIDEO LINK/S**  *(optional)* |  |
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| *Supporting material should include images of the campaign as well as any public relations clippings, examples of creative, webpages, links to videos etc.*  *Maximum 5 pages.* | |