|  |  |
| --- | --- |
| **CAMPAIGN NAME** |  |
| **CENTRE NAME** |  |
| **CENTRE OWNED BY** |  |
| **CENTRE MANAGED BY** |  |
| **CAMPAIGN MANAGER/S** |  |
|  |
|  |
|  |
| **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)* |  |
|  |
|  |
| *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.* |