Sample form, not for offline completion.

Visit https://scca.awardsplatform.com to enter.

Innovation

A single or ongoing piece of strategic work that is truly innovative and demonstrates new thinking, first to market initiative or unlocks new technology. Its main purpose is to respond to a key business / marketing solution or a key opportunity that presents itself. The innovation delivery might have produced successful outcomes or created a number of key learnings / success factors as any innovation takes courage and commitment to implement and often requires ongoing refinement. It might advance customer experience, improve marketing team effectiveness, or tenant relationship management. Please see template for suggested success measures for an innovation campaign.

- Objectives & Strategy (budget, key customer insights & the business opportunity) – 20%

- Execution (creativity, customer touch points, presentation in-centre, experience) – 40%

- Results & Outcomes (success measures, retailer feedback data, customer feedback data, key learnings) – 40%

Campaign name

Centre name/s

Centre size

Small (75 stores or less)

Medium (76 to 149 stores)

Large (150 stores or more)

Multi Centre Campaign (2 or more centres)

Centre owned by

Centre managed by

Number of Campaign Managers

Please let us know how many campaign managers were involved in this campaign. This will impact the number of head shots you need to provide in the supporting material section.

Campaign manager/s names

First and last names separated by a comma only.

Campaign Summary   50 words

If you are a winner, this short summary will be used in the Awards Booklet, and read out at the Gala Dinner.

Executive summary   500 words

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. Content provided in this section will not be judged as part of the judging criteria.

Objectives and Strategy   1000 words

Clearly specify what you were trying to achieve and how you did it. This should include key customer insights, business opportunities and a detailed budget (using the table below or by uploading this in supporting material).

Budget

☐ I will upload my budget in supporting material.

☐ I will enter my budget using the table below.

Budget Table (optional)

Item	Cost	Comments (optional)
1		
2		
3		

If you would like to include a budget table please use the above section. Please include your total budget figure. Alternatively you can outline your budget in the above Objectives and Strategy section. You can add rows if needed.

Execution   1000 words

Detail how the campaign was implemented. Include details on customer touch points, presentation in-centre and experience.

<div style="border:1px solid #000; border-radius:8px; padding:8px;"> </div>

Clearly specify whether you achieved your objectives. This should also include any key learnings (positive and negative). ROI Calculations should be based on campaign primary objective (e.g. Sales generated - campaign cost / campaign cost). Brand uplift may be calculated as cost per % point in growth in awareness or consideration versus target or benchmark.

Results Tables

☐ I will upload my results table in supporting material.

☐ I will enter my results using the table below.

Overall Campaign Results (optional)

	Suggested Items	Item	Target	Results	Comments (optional)
1	Engagement / Attendance / Adoption				
2	Redemptions				
3	Sales				
4	Traffic				
5	PR Reach				
6	Website views				

Complete your targets and results as relevant. There is an additional column for notes if needed. You may add more rows if needed.

Social Results (optional)

	Suggested Items	Item	Target	Results	Comments (optional)
1	Social Reach (organic/paid)				
2	Social Enagagement				
3	Followers				
4	Comments				
5	eDM/ Website Reach				

Complete your targets and results as relevant. There is an additional column for notes if needed. You may add more rows if needed.

We will use the below images in the Awards collateral and at the Gala Dinner.

Please upload high resolution images.

The number of campaign manager boxes that appear will depend on the number you enterred under 'Campaign Detail'.

Campaign hero image

[upload icon]

Upload a high resolution image for use in awards collateral.

Campaign Manager Headshot 1

[upload icon]

The number of headshot upload boxes that appear will be based on the number of campaign managers entered under campaign details.

Material may be supplied as follows:

- Upload JPEG or PDF files.
- You may upload individual JEPG images and a PDF of combined images.
- Please do not upload any further written material as the judges will not consider these. The written component of your entry should be fully explained within the provided form fields.

Video link 1 (optional)

[   ]

Video link 2 (optional)

[   ]

Video link 3 (optional)

[   ]

Budget

[upload icon]