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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.*  *Content provided in this section will not be judged as part of the judging criteria.*  *Images may be used on this page.*  *Maximum 1 page.* | |

Logo, company name

Description automatically generated

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| **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.* | |
| **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.*  *This should include the ROI using the table below*  *This should also include any key learnings (positive and negative).*  *No images are to be included on this page.*  *Maximum 1 page.*  **Brand & Partnerships Effectiveness – Suggested Metrics**   |  |  |  | | --- | --- | --- | | *Measure* | *Target* | *Results* | | Brand Awareness Uplift |  |  | | Brand Equity Growth |  |  | | Partnership Recall |  |  | | Brand Consideration / Trial |  |  |   **Channel Specific Results – Include As Relevant**   |  |  |  | | --- | --- | --- | | *Measure* | *Target* | *Results* | | Social (e.g., Reach, Engagement) |  |  | | eDM / Web Reach, Engagement |  |  | | In Centre Touchpoints |  |  | | Paid Media |  |  |   **Overall Campaign Results – Suggested Metrics**   |  |  |  | | --- | --- | --- | | *Measure* | *Target* | *Results* | | Engagement / Attendance |  |  | | Redemptions |  |  | | Sales |  |  | | Traffic |  |  | | PR reach |  |  | | Partner ROI |  |  |   **ROI calculations should be based on campaign primary objective**  For example: Brand Uplift may be calculated as cost per % point growth in awareness or consideration vs. target or benchmark. | |
| **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.*  *If you wish to include a video as part of your nomination, please include a link to this as part of this section. Video submissions will no longer be accepted by any other means.*  *Maximum 5 pages.* | |