|  |  |
| --- | --- |
| **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.* *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.* |



|  |
| --- |
| **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)* |  |
|  |
|  |
| *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.* |