

Best B2C Campaign (Sponsored by Bonkers.ie)

This category will recognise a compelling, provocative B2C campaign that utilises one or more digital channels designed to drive brand awareness, perceptions and performance. Our judges are looking for big, bold, provocative, aspirational, emotional work that has moved the needle and delivered results.

Overview

- Campaign objectives
- Business need being fulfilled
- Background to the campaign

Strategy

- Total Budget
- Definition of campaign success / end goal of campaign
- Planning
- Execution
- Channels selection

Design

- Creativity
- Accessibility
- Best-practice interactive design.
- User Experience
- Innovation

Results

- Performance results against objectives and strategy
- Reach, Audience and Engagement
- Success and contribution to client / company business performance