

Best B2B Campaign (Sponsored by Welltel Group)

This category will recognise a compelling, impactful B2B campaign that utilises one or more digital channels designed to drive brand awareness and performance. Our judges are looking for big, bold, provocative, aspirational, emotional work that has moved the needle and delivered results.

Overview

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

Strategy

- Total Budget
- Definition of campaign success / end goal of campaign
- Planning
- Execution
- Channel Selection

Design

- Creativity
- Reflective of target market
- Accessibility and best practiced interactive design
- Innovation

Implementation & Results

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