

Best Integrated Media Campaign/ Strategy

This category recognises an integrated marketing campaign that combines a variety of channels including digital, print/broadcast advertising, public relations, direct marketing and in-store / event promotions. Our judges are looking for innovative, creative and emotive campaigns that drive consumer behaviour and deliver outstanding 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
- 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