

Best in Storytelling (Sponsored by DMG)

This category recognises storytelling throughout a campaign which utilises one or more digital channels to promote and build an organisation's brand and community. Our judges are looking for an engaging, innovative and compelling storytelling that includes creative use of video, content and excellent communications.

Overview

- Objective
- Audience
- Background
- KPIs across all channels

Strategy

- Planning
- Storyboard
- Message

Creativity

- Narrative
- Content

WOW Factor

- What sets this apart?

Implementation & Results

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