

# Category: Brand Promotion

## Entrant:

Entry Title

Entering company/companies

Client Company

Brand/Therapy area

Launch date and time period active

Media/channels used

Target Audience

**Additional contributors (agency, writers, etc)**  
Information is used to identify any conflicts in judging. Any acknowledgements should be made in the Entering Company/Companies field

**Budget**  
Please give an idea of budget range e.g. less than £50,000, £50,000 - £100,000 etc.) for this project or campaign. At your discretion feel free to breakdown fee vs out of pocket expenses. Judges will be provided with this information only at the second round to assist them in their deliberations.

**Describe your entry**  
Using no more than 350 words describe your entry considering the following points:

- Objective(s) of the programme or campaign
- Target audience definition and stakeholder insight
- Campaign idea and key messages
- Channel strategy and execution approach
- Measures of success connected to objectives

**Supporting Materials**  
The priority for the judges is to see the work, so entries should present and show the work in the clearest possible format.  
  
This could be a JPEG which represents the final work or a project or campaign film.  
  
Websites can be entered by supplying the URL and an mp4 video demonstrating the user experience and key features. To allow judges to view and score your entry, any submitted URLs must be 'live' from the time of submission until at least the end of January.  
  
If you are entering a film or animation, please upload your full film file with your entry as an mp4 video file. Where your film is longer than two minutes you should also supply an edited video file no longer than two minutes in duration which will be used during first round judging. The video should give the judges a flavour of the entire programme.  
  
An additional case film can be submitted to support a campaign (optional). This can be submitted as an mp4 video file, ideally no longer than two minutes in duration. The video must clearly demonstrate any interactivity and illustrate the best features.  
  
IT IS THE RESPONSIBILITY OF THE ENTRANT TO OBTAIN CLIENT APPROVAL PRIOR TO SUBMISSION. By submitting an entry you are confirming that you have client approval.

Drop files here or click to browse

**Supporting Materials Comment**  
Add any comments to give context to the files you have uploaded.

Entry URL

Entry URL Password