

# Entry for: Product Brand Campaign

Entry title \*

0 of 45 max characters

Entering company/companies \*

Sponsor / Pharmaceutical Company \*

Brand \*

Launch Date and Time Period Active \*

Media Used \*

Target Audience \*

Therapeutic area

**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.

**Using no more than 350 words state the main communications objectives of your entry and consider the following points. The judges will be looking for: \***

- originality of the creative idea
- relevance to the target audience and the problem/challenge it aims to solve
- ability to get and hold their attention (impact)
- clarity of purpose and key message
- quality of the execution and cohesion with the copy/content

0 of 350 max words

**Indication of Budget \***

Please give an indication of the ballpark budget to the nearest £10,000. (creative hours and production)

If the judges feel they are not able to judge like for like they may use the budget information to select two Golds that recognise smaller and larger budget campaigns.

**Supporting Material**

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 2025.

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 three minutes you should also supply an edited video file no longer than three 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 three minutes in duration. The video must clearly demonstrate any interactivity and illustrate the best features. You can video capture the entry being demonstrated (either by video or screen capture software like Camtasia or Captivate) and upload your video file with your entry.

**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.

**Please ensure your supporting material is fully uploaded before exiting. All materials successfully uploaded will be shown under the 'Choose File' button.**

Choose file No file chosen

Max. file size: 2 GB.

URL Link

Password for URL

Save and Continue Later

Submit