

Hollard. SPORT INDUSTRY AWARDS 2023

AUDIO VISUAL CONTENT OF THE YEAR AWARD (Documentary, Docuseries, Feature Film)

WHO SHOULD ENTER?

This award is open for any piece of audio-visual creative content. The content can be a standalone piece of content, part of an ongoing series, an event; it can be designed for and used across all, any, or a combination of owned, earned and paid media platforms. The content must engage with its target audience in a creative and effective way.

ABOUT THIS CATEGORY

- The content should showcase an original idea and achieve significant reach.
 - Entries with production budgets of all sizes will be accepted.
 - Entrants can include, but are not limited to, i) teams and clubs ii) leagues and competitions iii) federations and governing bodies iv) events and venues v) organisations vi) broadcasters.
 - The content must have been active within South Africa or the rest of Africa but can also have been present across other international markets and territories.
 - Audio Visual Content of the Year will be judged on performance between 31st August 2022 and 30th September 2023.
 - This category awards the best long-form content, documentary, docuseries or feature film.
 - The entire judging process is fully overseen by our independent auditors, and all information submitted is kept strictly confidential.
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JUDGING CRITERIA

Judges will assess entries in this category with particular attention to the points below:

- Demonstration of creativity and excellence specific to its genre.
 - High production value relevant to budget.
 - Clear consideration in distribution of content for target audience.
 - Effective use of budget, irrespective of size.
 - Content should be timely, strategic and relevant.
 - Evidence of return on investment for the brand or organisation involved. Please include as much detail as possible on all business metrics provided.
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ENTRY FORM QUESTIONS

ADDITIONAL ENTRY DETAILS

Should this entry progress through judging, the details below will be used on the Official Shortlist. This is the **only** information that will be shared beyond the Judging Panel.

TITLE (Name of the event, campaign, brand, sponsorship, agency)

CREDIT (Please list any organisations that should be credited in your entry)

PROFILE (maximum 150 words)

ENTRY FORM

The information below will remain **strictly confidential**.

ELEVATOR PITCH: WHY DOES YOUR ENTRY DESERVE TO WIN THIS AWARD? (maximum 150 words)

OBJECTIVES (maximum 100 words)

EXECUTION (maximum 150 words)

RESULTS (maximum 150 words)

TOTAL SPEND

TOTAL SPEND COMMENTS (maximum 100 words)

ADDITIONAL FINANCIAL INFORMATION (maximum 100 words)

BUSINESS IMPACT (maximum 100 words)

SOURCES (optional)