

# Hollard. SPORT INDUSTRY AWARDS 2023

## BEST ON SOCIAL

### WHO SHOULD ENTER?

This award is open to any organisation that has delivered exceptional work on any or multiple social media platforms over between 31st August 2022 and 30th September 2023.

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### ABOUT THIS CATEGORY

- This award takes into account both in-house and agency teams who have delivered single projects, multiple campaigns or maintain high-quality output throughout an extended period of time.
  - Entrants could include, but is not limited to, sports organisations or brands that have i) maintained consistently high levels of output between 31st August 2022 and 30th September 2023, whether reactionary or business as usual i) delivered a social media campaign centred around a specific event, competition tournament ii) delivered multiple campaigns throughout the year iv) met the needs of their audience by expanding into new platforms, formats or content.
  - Where the entrant is an agency team, work on behalf a single client must be submitted rather than multiple clients.
  - Entry organisation must be based in South Africa.
  - This category is open to all brands that sponsor sport events or properties.
  - Entrants should be able to demonstrate a body of work within sport that benefits business objectives
  - Entrants should demonstrate an impact on the South African audience.
  - 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 following:

- Evidence of a body of work, whether campaign-related or throughout the period between 31st August 2022 and 30th September 2023 of time, that has made an impact on the organisation's desired target audience.
  - Consistently high levels of creative execution or innovation, regardless of platform, format, or objective.
  - Demonstration of a clear and defined positioning and personality that meets the needs of the target audience.
  - Evidence of clear goal setting, defined measures of success and overall results
  - The scale, duration and impact of the work, relative to its objectives and budget
  - The organisation should demonstrate how it operates within sport and uses its assets to tell the brand story to meet business objectives
  - This category will be judged on work completed between 31st August 2022 and 30th September 2023
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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. In addition to any submitted imagery or video content, this the only information that will be shared beyond the Judging Panel.

**NAME (Name of the event, campaign, brand, sponsorship, agency)**

**CREDIT (PLEASE LIST ANY ORGANISATIONS THAT SHOULD BE CREDITED IN YOUR ENTRY)**

**EXECUTIVE SUMMARY (maximum 150 words)**

## ENTRY FORM

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

**TOTAL SPEND (maximum 100 words)**

**OVERVIEW (maximum 100 words)**

**OBJECTIVES (maximum 100 words)**

**EXECUTION (maximum 150 words)**

**RESULTS (maximum 150 words)**

**BUSINESS IMPACT (maximum 100 words)**

**SOURCES (optional)**