

Hollard. SPORT INDUSTRY AWARDS 2023

EXPERIENTIAL MARKETING AWARD

WHO SHOULD ENTER?

This award is open to any organisation that has used experiential marketing to create a closer bond with the target audience in order to drive a specific objective.

ABOUT THIS CATEGORY

- The experience, or series of experiences, can be aimed towards a small, private audience or on a mass scale.
 - The experience should either directly involve or be closely observed by the target audience in a physical scenario, however, entries with some degree of digital integration will also be considered.
 - Entrants could include, but are not limited to, organisations that are attempting to i) promote a key message or a change in customer behaviour ii) drive customer loyalty iii) engage a fanbase iv) increase acquisition.
 - The experience must have been based, or significantly active, within the South Africa. However, information submitted does not necessarily have to relate to work undertaken within South Africa in its entirety
 - 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:

- Delivery of an engaging and creative experience that accurately appeals to, and engages with the target audience
 - An event that has, where relevant, generated significant brand awareness
 - An event that has delivered substantial return on objectives such as a demonstrable increase in sales, repeat purchases, and positive client/guest feedback
 - Excellent example of how sport or a connection to sport was used to create a positive experience between the organisation and the target audience
 - Evidence of creativity behind the offering
 - An experience that has adhered to a budget proportional to delivering an effective end product
 - This category will be judged on work completed between 1st December 2022 and 30th November 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.

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

PROFILE (maximum 150 words)

ENTRY FORM

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

TOTAL SPEND

TOTAL SPEND COMMENTS (*maximum 100 words*)

EXPERIENCE OVERVIEW (*maximum 100 words*)

OBJECTIVES (*maximum 100 words*)

EXECUTION (*maximum 150 words*)

RESULTS (*maximum 150 words*)

BUSINESS IMPACT (*maximum 100 words*)

SUSTAINABILITY MEASURES (information provided will not affect your application in 2023 but will be a mandatory part of the entry process in 2024)

- a) Do you have a sustainability (or equivalent) policy and plan? (Y/N)
- b) If yes, what is/ are your main focus area(s)? This could be your sustainability mission or purpose statement. (*maximum 50 words*)
- c) Do you have a Climate Action Plan or equivalent? I.e., where you measure, reduce and offset your carbon footprint. (Y/N)
- d) Have you achieved any sustainability certifications? (e.g. BCorp, ISO20121, or equivalent) (*maximum 25 words*)

9. SOURCES (*optional*)