

# Hollard. SPORT INDUSTRY AWARDS 2023

## SPORTS PROMO OR ADVERT OF THE YEAR AWARD (SHORT FORM AUDIO VISUAL VIDEO CONTENT)

### WHO SHOULD ENTER?

This award is open for any piece of short form 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.

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### 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.
  - Sports Promo or Advert of the Year will be judged on performance between 31st August 2022 and 30th September 2023.
  - This category awards the best short-form content
  - 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)**