

Hollard. SPORT INDUSTRY AWARDS 2023

CAMPAIGN OF THE YEAR

WHO SHOULD ENTER?

This award is open to any organisation that has delivered a standout campaign connected to sport, which has reverberated through the industry, and demonstrated originality across multiple marketing disciplines. The campaign must have been active in South Africa but can also have been delivered across other international markets and territories.

ABOUT THIS CATEGORY

- Entries should demonstrate why they should be considered the standout campaign in the industry.
 - Standout elements of a campaign can also be entered separately into other categories such as, but not limited to; Communications Award or AV campaign of the year.
 - The campaign must have been active within the SA but can also have been present across other international markets and territories.
 - Campaign of the Year will be judged on performance between 31st August 2022 and 30th September 2023.
 - 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:

- A campaign that excels in creativity, execution, strategy and timing.
 - Delivery of content that targets and engages with the designated audience and aligns with a clearly defined campaign narrative.
 - Effective selection and use of multiple marketing disciplines.
 - Implementation of an integrated measurement and evaluation system.
 - Evidence of return on investment, whether that be commercial, societal or awareness related
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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)

PROFILE (maximum 150 words)

ENTRY FORM

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

ELEVATOR PITCH (maximum 150 words)

**HOW DID THE CAMPAIGN ADAPT ACROSS DIFFERENT MARKETING DISCIPLINES?
(maximum 100 words)**

**HOW DID THE CAMPAIGN ADAPT TO ENSURE RELEVANCE WITH TARGET
AUDIENCES? (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)