

Hollard.

SPORT INDUSTRY

AWARDS 2023

THE CUMMUNICATIONS AWARD FOR THE YEAR

WHO SHOULD ENTER?

This award is open to any piece of work that demonstrates excellent use of communications across owned and earned media. Entrants could include work from PR and media relations, digital communication and social media campaigns.

ABOUT THIS CATEGORY

- Entries can be a standalone activation or part of a wider piece of work, from a one-off stunt to an ongoing programme.
 - Entries should demonstrate appropriate selection of media outlets, individuals and platforms.
 - Entries should provide evidence of a clear strategy, relevant content related to its target audience, and effective return on investment.
 - Entries should demonstrate creative and innovative approach that has delivered a positive shift in consumer and/or industry sentiment.
 - The communications activity must be delivered from the South Africa, or – if multiple organisations are involved with the communications activity – the lead delivery organisation must be South Africa-based. However, information submitted does not necessarily have to relate purely to work undertaken within the South Africa.
 - The Communications Award 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:

- Clearly defined targets including a return on investment, showing how communications had an impact against objectives, made a positive difference to consumer and/or industry sentiment and, where applicable, business results.
 - A well-defined narrative or brand communications platform.
 - Delivery against communications objectives, including key messages tailored to the target audience.
 - Excellent use of assets and demonstration of effective content and if appropriate, creativity.
 - Evidence of key media and platform identification, relevant use of emerging technologies and use of appropriate content for different media platforms, taking into consideration different regions, communities or nationalities, where appropriate.
 - Where appropriate, effective use of media and influencer relations.
 - If part of a wider campaign, entrants should clearly demonstrate the communications elements throughout and how they aligned with wider activity/objectives.
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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: 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)