



2016 ECHO Award Submission

Sample Application form The Campaign

Overview

Campaign title *	
Who was the campaign for? *	

Categories

Please add each of your categories from the listing on step 1 of the entry process.

Sector:

Automotive, Business and Consumer Services, Energy and Utilities, Business and Consumer Products, Insurance and Financial Products and Services, Not-For-Profit, Publishing/Entertainment/Media, Retail and Direct Sales, Technology and Communications, Transportation & Hospitality/Transportation

Channel:

Best Use of Email, Best Use of Social Media, Best Use of Direct Mail, Best Use of Mobile, Best Use of Display/DRTV/Video

Craft:

Art Direction, Copywriting, Data and Analytics

Special:

ECHO Best Integrated Campaign, Small Agency of the Year, Best Customer-Centric Campaign

Dates

Campaign Must Have launched and run between October 1, 2014 through March 31, 2016

Website (optional)

URL 1

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Username:

Password:

Country Where the Program Ran

The Team

Who was involved in the campaign? (Optional)

First Name:

Last Name:

Job Titles:

Company:

Who are the external contributors? (Optional)

Company:

Involvement:

Who are collaborating with? (Optional)

Company:

Campaign Summary

Product Description

Briefly provide some details about the advertiser/client to help the ECHO judges understand the primary product or service that you were promoting in this campaign.

(50 word limit)

x

Objective of the Campaign

A short description of the business problem you were trying to solve, your target audience, and the measurable goals/objectives you were trying to achieve.

(500 word limit)

x

Target Audience

If this campaign has both a Business-to-Business and Business-to-Consumer audience, you need to select one for this entry so it can be judged against other entries that target the same audience type.

Please include information about the size of your Target Audience, for example: Less than 1,000

(50 word limit)

x

Campaign in detail

Enacted Solution

Describe all the strategies that you employed in designing this campaign. Consider providing information on key insights you used that influenced your positioning, messages, creative, media selections and offers. Include information about any other strategic actions taken that were designed to help meet your objectives. Explain tactical implementation details, including campaign timeline, sequence of media, channel selection rationale, etc. if you believe it will help an ECHO judge understand your marketing actions better. (500 word limit)

x

Results as They Relate to the Objective(s) of the Campaign

What happened as a result of this marketing effort? Report result that relate to campaign objectives that you noted above, with as much detail as possible. Use meaningful, quantitative terms (e.g., response rates, conversion rates, average gift size, percent improvement over previous campaign(s), reduction in cost, etc.) To help put them into perspective, explain why results are noteworthy for your industry or product category. ONLY provide results that were achieved during the campaign dates notes. (325 word limit)

x

Significance of Campaign

Provide any reasons why you believe this campaign has the "Wow!" factor and deserves an ECHO Award, considering there are hundreds of other entries in this category. (100 word limit)

x

Completion

Who is this campaign for? Please provide the details of your client (unless this is self-promotion)

First Name:

Last Name:

Job Titles:

Email: