



Awards

ENTRY FORM 2017

**THIS IS NOT AN OFFICIAL ENTRY FORM BUT SERVES TO HELP YOU PREPARE YOUR CASE
BEFORE ENTERING ALL INFORMATION ON THE OFFICIAL ONLINE ENTRY FORM ON
WWW.IMCCEUROPE.COM**

TABLE OF CONTENTS

GENERAL NOTES	3
PART ONE – ENTRY FORM	4
Declaration	4
Campaign Background & Summary	4
National Context of the Campaign.....	5
Objectives	5
Strategy	6
Other Communications programmes.....	6
Creative Strategy.....	7
Additional Information.....	7
PART TWO – EVIDENCE OF RESULTS	8
Agency Credits.....	9
Client Credits.....	10
PART THREE – CREDITS	8
Agency Credits.....	9
Client Credits.....	10
PART FOUR - CREATIVE MATERIAL	11

GENERAL NOTES

This entry form serves as a base to help you prepare your case study before uploading to the official site www.imcceurope.com.

There are four parts to the online entry form:

- Part One – ENTRY FORM
- Part Two – EVIDENCE OF RESULTS
- Part Three – CREDITS
- Part Four – CREATIVE MATERIAL

Entries must be submitted electronically on the official IMC European Awards entry form – one form per entry.

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PART ONE – ENTRY FORM

Declaration

The campaign ran from _____ to _____ 2016. A campaign may have started before 2016 and needs to have supporting data from the beginning of the campaign.

Campaign Background & Summary

In 200 words set the scene:

- What was the state of the business before the campaign began?
- What were the specific challenges and opportunities that the client and/or brand/product faced?
- Who were the competitors?
- What did the client want to change and why?

National Context of the Campaign

Describe briefly the specific national context in which the campaign was run. Please provide a brief analysis of the economic, political or environmental climate, if relevant. Please also explain, in particular, any part of the context which might not be obvious to a judge from another country & culture: for example, the choice & relevance of a particular celebrity, the use of humour, or any other national characteristic which helped to make the campaign a success, but would not necessarily 'translate'. (200 words)

Objectives

Please state business, marketing and communications objectives (these should be clear, concise, measurable, and achievable yet challenging). Examples: to gain market share or a sales target; to obtain a specific behavioural response; to modify existing brand perceptions; to establish new product awareness:
(100 words)

Strategy

Your strategy will need to include your choice and use of media and communications.

Give some indication of the size of your media budget.

Define the target audience. At whom was the campaign directed? Why was this target selected? Provide an appropriate profile of the target.

(300 words)

Other Communications programmes

List other communications programmes implemented in conjunction with this campaign. *(50 words)*

Creative Strategy

Describe the strategy upon which the communications are based. What was the message you wanted to communicate? Why was this message chosen? What insight about the target audience or marketplace led to this strategy? (300 words)

Additional Information

Use this space to provide any further information to support your entry. (50 words)

PART TWO – EVIDENCE OF RESULTS

Results are vital to the evaluation of the campaign's success and should help prove that the choice and use of marketing communications led to the campaign's success.

The final decision of the jury on the IMC European Awards will be based on four components: Strategy, Choice of Media, Creative Strategy, Evidence of Results.

To effectively prove a campaign's success the Evidence of Results should:

- Clearly demonstrate that it reached or exceeded the objectives. A mere correlation between objectives and results will not be sufficient;
- Use visuals such as graphs to effectively demonstrate the attained growth. Graphs must be readable and easy to follow. Ensure that typefaces are large enough;
- Include an introduction (summary) and conclusion in your Evidence of Results to emphasise the point in which you prove effectiveness.

The jury reserves the right to verify the information and sources.

PART THREE – CREDITS

Agency Credits

The information you give here may be published and/or appear on the IMC European Awards or promotional material. Space has been provided for a second agency name.

All names stated on the credits, both Agency and Client, must be correct and in full, including town and/or legal entity. Please verify the correct spelling of all names, including accents. There is a limit of six names to be credited per campaign.

Once credits are submitted they cannot be changed, even if your agency's and/or client's name changes and/or undergo a merger after the deadline date, so please ensure they are 100% correct at the time of submission.

Complete Agency Name:

Address:

City

Postcode

Country

Phone

Fax

Website

E-mail

VAT number

Name

Title

Name

Title

Name

Title

Name

Title

Name

Title

Second Agency Name:

Address:

City

Postcode

Country

Phone

Fax

Website

E-mail

Name

Title

Name

Title

Name

Title

Name

Title

Name

Title

Name

Title

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Client Credits

All names stated on the client credits must be correct and in full, including town and/or legal entity of the client who should be acknowledged.

Please verify the correct spelling of all names, including accents.

Once credits are submitted they cannot be changed, even if your client experiences a name change and/or merger after the deadline date, so please ensure they are 100% correct at the time of submission.

Complete Corporate Name

Address

City

Postcode

Country

Phone

Fax

Website

E-mail

Name

Title

PART FOUR - CREATIVE MATERIAL

The following creative material is required.

You need to:

1. Upload your 3 min (max) case movie
2. Upload any other creative if you wish

Media	File type
Video	Window Media Player Quick time Real Player Win amp
Audio	MP2 – 48khz stereo at 384 Kbps MP3 WAV
Print	Jpeg or gif
Web	Link (you may need to ask your web technician to reactive the website)
Interactive	Swf file (one file, no links, no infinite loops) Gif files
Other	

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