

HALL OF FAME AWARDS 2017 - ENTRY FORM

CAMPAIGN AWARDS CATEGORY

Best Use of Data Campaign of the Year

Name of Campaign: Please enter here

To recognise data's role in an effective communications strategy.

**Submissions must include a written entry form, and a creative reel is optional.
Submissions should cover the following 3 aspects:**

1. Strategic Thinking

Demonstrate clearly-defined objectives.

Please enter here

2. Insights

Demonstrate clearly-defined insights.

Please enter here

3. Campaign Performance

Campaign performance must be demonstrated using clear, quantifiable results from credible sources in relation to their intended objectives(s). Recognising the best use of data in the following areas:

- *Realtime – the flexibility and agility a campaign reflects that includes evolving and optimising in real-time based on data as the campaign runs;*
- *Audience identification – a campaign that reflects where data is used best to help identify audience segmentations which are the most effective for that campaign*
- *Channel attribution – which reflects a campaign's channel attribution model driven by insights that is derived from the use of data*

Please enter here

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**All referenced work (ideas, campaigns, achievements, results) must have been done in Singapore between January 2016 and August 2017.*