

HALL OF FAME AWARDS 2017 - ENTRY FORM

CAMPAIGN AWARDS CATEGORY

Content Marketing Idea of the Year

Name of Campaign: Please enter here

The content marketing campaign (film or branded content) that has demonstrated the best use of strategy and creativity to deliver high engagement, impact and effectiveness against its objectives.

Submissions must include a written entry form, and a creative reel (no longer than 4 minutes), both of which should cover the following 3 aspects:

1. Strategic Thinking

Demonstrate clearly-defined objectives and insights.

Please enter here

2. Imagination & Innovation

Demonstrate ground-breaking innovation and creativity, comprehensive planning, and intelligent use of content marketing platforms.

Please enter here

3. Campaign Performance

Campaign performance must be demonstrated using clear, quantifiable results from credible sources in relation to their intended objective(s). These metrics can include engagement, ROI, and results that measure the successful use of content, conversation, and community engagement.

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.*