

## HALL OF FAME AWARDS 2017 - ENTRY FORM

### CAMPAIGN AWARDS CATEGORY

#### Digital Design Campaign of the Year

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Name of Campaign: Please enter here

A portal, website or digital campaign that demonstrates the very best of digital destination design. It should showcase how clarity of audiences, digital innovation and creative thinking came together to produce a distinctive and effective digital product.

**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, strategies and audience-focused design principles.*

Please enter here

#### 2. Imagination & Innovation

*Demonstrate ground-breaking innovation and creativity in digital design, comprehensive planning, and intelligent use of the digital platform.*

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 social engagement, ROI, and results that measure the successful use of content, conversation, and community engagement.*

Please enter here

# HALL OF FAME 2017

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