

HALL OF FAME AWARDS 2017 - ENTRY FORM

CAMPAIGN AWARDS CATEGORY

Direct Marketing Campaign of the Year

Name of Campaign: Please enter here

The direct marketing campaign that has demonstrated the best use of strategy and creativity to deliver exceptional response rates and high ROI.

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 insightful direct marketing strategies.

Please enter here

2. Imagination & Innovation

Demonstrate ground-breaking innovation and creativity in direct marketing solutions, comprehensive planning, and intelligent use of one or more direct 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.*