

HALL OF FAME AWARDS 2017 - ENTRY FORM

TEAM AWARDS CATEGORY

Media Sales and Marketing Team of the Year

Name of Team: Please enter here

This award is dedicated to champion the new breed of Media Sales and Marketing teams who constantly innovate to create new solutions. The team that successfully brings together key members from different divisions within the media company to deliver a new solution / campaign for a brand or business.

The team who customises solution to leverage key advantages of their platform across a new combination of synergistic channels. All to deliver exceptional results for the brand or business.

Submissions are to be made in the form of a written entry that should cover the following 4 aspects:

1. Strategic Thinking

Demonstrate strong strategic thinking that led to the establishment of sharp insights and objectives.

Please enter here

2. Imagination, Innovation & Integration

Demonstrate ground-breaking innovation and creativity in branding and execution, comprehensive planning, and intelligent use of media channels.

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

4. Relationship/Teamwork

Provide evidence of good workplace attitudes and the ability to work collaboratively with other teams, through a minimum of two (2) examples. Examples should also describe how the team played an integral role in bringing the creative idea to life.

Please enter here

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