

HALL OF FAME AWARDS 2017 - ENTRY FORM

CAMPAIGN AWARDS CATEGORY

Mobile Marketing Campaign of the Year

Name of Campaign: Please enter here

The campaign that has demonstrated the most innovative and effective use of mobile to deliver a high level of consumer engagement and exceptional results for the business.

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 mobile strategies.

Please enter here

2. Imagination & Innovation

Demonstrate ground-breaking innovation and creativity in mobile marketing solutions, comprehensive planning, and intelligent use of the mobile 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

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