

HALL OF FAME AWARDS 2017 - ENTRY FORM

CAMPAIGN AWARDS CATEGORY

Product Innovation of the Year

Name of Campaign: Please enter here

An outstanding product innovation that has changed the way consumers or businesses do things, for the better. It has addressed a specific problem by helping people achieve what they want to in ways that are better, easier or faster.

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 a clearly-defined problem and objective that led to the creation of the product innovation.

Please enter here

2. Imagination & Innovation

Demonstrate ground-breaking innovation and ingenuity in the way the solution has resolved the stated problem or turned it into an opportunity.

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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**Product innovations must have been implemented in Singapore between January 2016 and August 2017.*