

HALL OF FAME AWARDS 2017 - ENTRY FORM

PEOPLE AWARDS CATEGORY

Rising Star of the Year (Digital/Social/Content)

Name: Please enter here

The expert with at least 4 years of experience, with a keen understanding of the latest in the digital/social world and blends science with art to create immersive consumer-centric digital/social experiences that drive results. He/she should have played a key role in producing brilliant solutions that helped solve problems, increase campaign effectiveness and created compelling digital/social brand experiences.

Candidates will be judged based on a written entry form, and a 15-minute interview on the 3rd November 2017. The entry form should cover the following 3 aspects:

1. Strategic Thinking & Innovation

The new ideas the candidate brought to the table. Submissions should show how the candidate has used either digital or social media/s innovatively, leading the team to deliver effective campaigns. Demonstrate this through a minimum of three (3) and a maximum of five (5) campaigns executed over the past year.*

Please enter here

2. Business Results

Campaign must have clear results in relation to their intended objective(s) and must be delivered significantly through digital or social media/s. Include quantifiable results from credible sources. The submission must also highlight how the strategies were able to help brands achieve success.

Please enter here

3. Relationship and Attitude

How did the candidate inspire others and make a notable difference for them? Provide evidence of good workplace attitudes and the ability to work collaboratively, through a minimum of two (2) and a maximum of four (4) testimonials with clear examples. These must include at least one testimonial by someone in a managerial position from the agency.

Please enter here

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*15-minute panel interview: Shortlisted candidates will be required to attend a 15-minute panel interview **on the 3rd November 2017**, which will be scored and used to help the judges to arrive at an overall assessment.*

**Must have been implemented in Singapore between January 2016 and August 2017.*