

HALL OF FAME AWARDS 2017 - ENTRY FORM

CAMPAIGN AWARDS CATEGORY

Social Campaign of the Year

Name of Campaign: Please enter here

The campaign that demonstrates the best use of the strengths of social media to deliver a brilliantly innovative, powerful and effective campaign.

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 social strategies.

Please enter here

2. Imagination & Innovation

Demonstrate ground-breaking innovation and creativity, comprehensive planning, and intelligent use of social media. Campaigns submitted can be for a single social platform or multiple.

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

HALL OF FAME 2017

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