

HALL OF FAME AWARDS 2017 - ENTRY FORM

CAMPAIGN AWARDS CATEGORY

Transmedia Campaign of the Year

Name of Campaign: Please enter here

The campaign that has most effectively leveraged a single, powerful idea across a combination of synergistic channels to deliver exceptional results for the brand or 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 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

HALL OF FAME 2017

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